

June 3, 1963

WJPD, ISHPEMING, MICH., BECOMES
AN NBC RADIO NETWORK AFFILIATE

WJPD, Ishpeming, Mich., becomes affiliated with the NBC Radio Network, effective immediately, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

The corporate name of WJPD is Ishpeming Broadcasting Co.

Dr. J. P. Deegan is the station's President and General Manager.

WJPD operates on a frequency of 1,240 kc and power of 1,000 watts; days, 250 watts nights.

-----O-----



Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park

NBC COLOR TELEVISION NEWS



June 3, 1963

BENNY GOODMAN SIGNS FOR TWO APPEARANCES
ON 1963 SERIES OF 'THE LIVELY ONES'

Benny Goodman, the "King of Swing," has been signed by producer-director Barry Shear for two appearances on the 1963 series of "The Lively Ones," musical color series which will be telecast for eight weeks beginning Thursday, July 25 (9:30-10 p.m. EDT).

Singing star Vic Damone returns as host, with Quinn O'Hara and Gloria Neil featured as his steady "dates" on the show, as previously announced.

-----O-----

NBC COLOR TELEVISION NEWS



June 3, 1963

LEADERS IN EDUCATION FIELD ALERTED TO REPEAT
OF 'THE KREMLIN,' NBC NEWS COLOR TV SPECIAL

Thousands of school superintendents, state commissioners of education and other leaders in the field of education have been alerted to the rebroadcast of "The Kremlin," the NBC News color TV special on the history of the Moscow citadel, Tuesday, June 4 (7:30-8:30 p.m. EDT).

William R. McAndrew, Executive Vice President in charge of NBC News, wrote to 14,000 school superintendents and state librarians and wired state commissioners of education and education writers and editors informing them of the rebroadcast of "The Kremlin."

He said that the program "offers a special opportunity for students in elementary and secondary schools to study and witness Russian history by viewing in dramatic form the very places where this history unfolded."

In addition, two leading education associations alerted their members to the rebroadcast. The National Education Association sent a "flash bulletin" to 6,000 of its members and the American Association of Colleges for Teacher Education sent a telegram to its 500 members.

(more)

NBC-TV scheduled the repeat after unprecedented response from the public and from television critics. The repeat is sponsored by the Xerox Corporation, which also sponsored the original presentation on May 21 at 9:30 p.m. EDT. The program, narrated by producer George A. Vicas and NBC News correspondent Frank Bourgholtzer, re-creates events in the history of the Kremlin from its founding to the present.

-----O-----

NBC-New York, 6/3/63

June 4, 1963

"SHELL'S WONDERFUL WORLD OF GOLF," WITH TOP U.S. AND FOREIGN
PROS COMPETING ON WORLD'S FAMOUS COURSES, WILL RETURN
FOR SECOND SEASON AS NBC-TV COLOR SERIES

"Shell's Wonderful World of Golf," a filmed series of international golf matches, will return for a second season as an NBC-TV Sunday afternoon color series, it was announced today by Walter D. Scott, Executive Vice President in charge of the NBC Television Network.

The golf show, which pits outstanding American golfers against leading foreign professionals on some of the world's most famous courses, will be presented from 4 to 5 p.m. EST on 11 Sundays, Jan. 19 through March 29, 1964.

The programs will be sponsored again by the Shell Oil Company, through Kenyon & Eckhardt Inc.

Host and commentator for "Shell's Wonderful World of Golf" again will be famed professional Gene Sarazen, twice National Open champion, three times PGA titleholder and the winner of other major tournaments including the Masters and British Open. Working with him on the commentary again will be announcer George Rogers.

(more)

Southerland Associates Inc. will produce the shows, with Fred Raphael as executive producer and Dick Darley as producer-director.

The first of the international matches will be filmed this week at the Royal Golf Club at Brussels, Belgium. Competing in the 18-hole, medal-play duel will be Dave Marr of the United States and Flory Van Donck of Belgium.

Other matches in the series will be filmed between June and September at golf courses in countries including Portugal, Switzerland, Japan, India, Colombia and Puerto Rico.

-----O-----

NBC-New York, 6/4/63

June 4, 1963

NOTABLES PARTICIPATE IN MEMORIAL TRIBUTES TO POPE
ON NBC NEWS' SPECIAL TV AND RADIO PROGRAMS

Leading religious personalities paid tribute to Pope John XXIII in memorial programs presented by NBC News on the NBC Television and Radio Networks.

Immediately following the death of the Pope yesterday (Monday, June 3), NBC interrupted regular TV and radio programs to announce the news and scheduled three NBC News specials.

A tribute to the memory of the Pope, chronicling his life and works, was presented on the NBC-TV Network June 3 (9:30-10 p.m. EDT). NBC News correspondent Frank Blair narrated the program, in which tape, film and slides were used to show the scenes of milestones in the Pope's life, from boyhood and youth on through his career. The program included film of his coronation and taped coverage of the opening ceremony of the Ecumenical Council Oct. 11, 1962, that was transmitted to the U. S. via the Telstar communications satellite. James Courtney produced the program.

An evaluation of the pontificate of Pope John was scheduled by NBC News for presentation in a special full-hour memorial tonight (Tuesday, June 4 on NBC-TV 8:30-9:30 p.m. EDT). A major portion of the program will offer comments from notables about the Pope and the Ecumenical Council.

Included are Msgr. Joaquim Nabuko, Brazilian envoy to the Council; Dr. Henry Van Dusen, retired president of Union Theological

(more)

Seminary; Dr. Frederick Grant, an Episcopalian, a former president of the Union Theological Seminary, who was an observer at the Council, representing the Anglican communion; Dr. James Nichols of Princeton Theological Seminary, who attended the Council as an observer for the Presbytery Alliance; Methodist Bishop Fred Corson of Philadelphia, who attended the Council representing the World Methodist Council; Dr. Robert McAfee Brown, professor of religion at Stanford University; Chancellor Germanes of the Greek Orthodox Church; Dr. Geoffrey Fisher, former Archbishop of Canterbury; and Rabbi Jacob Kaufman, vice president of United Hebrew Congregations.

In a filmed interview, from Rome, NBC News correspondent Merrill Mueller talks about the Pope with Father Robert O'Donnell, an attache of the Paulist Fathers in the Vatican.

This special program, narrated by Frank McGee, also traces the career of Pope John with still photographs and films, some footage showing the Pope opening the Ecumenical Council in Rome last Fall. NBC News' senior European correspondent Joseph C. Harsch will speak about the Pope's career as a diplomat.

Chet Hagan is producer of this NBC News special.

Pope John died at 2:49 p.m. EDT June 3. At 2:53 p.m. EDT, NBC-TV carried a bulletin with details of the Pope's passing. At 3:30 p.m. EDT, NBC News' Rome correspondent Irving R. Levine was heard in a five-minute audio report on the funeral arrangements and the illness that took the Pope's life.

From 4 to 4:05 p.m. EDT, Bill Ryan in New York repeated the facts of the Pope's death. Merrill Mueller was heard on an audio circuit from Rome, explaining the process by which affairs of the Church will be handled until a new Pope is elected. Ryan also read a tribute issued by President Kennedy.

(more)

On "NBC News Afternoon Report" at 4:25 p.m. EDT, Sander Vanocur recounted details of the Pope's death and also read President Kennedy's statement.

From 5 to 5:05 p.m. EDT, Bill Ryan talked with the Rt. Rev. William MacDonald of Catholic University about the Pope's impact on the modern world.

"The Huntley-Brinkley Report" (6:45 to 7 p.m. EDT) presented sound-film tributes from Cardinal Spellman of New York and Cardinal McIntyre of Los Angeles, as well as sound-film of Pope John's last public appearance.

On NBC Radio, "NBC News on the Hour" offered live reports from Rome hourly starting at 3 p.m. EDT.

"Pacem in Terris -- A Tribute to His Holiness Pope John XXIII" was broadcast on the NBC Radio Network June 3 (9:05-10 p.m. EDT). Frank Blair narrated the program, which traced the career of the Pope. Participants in the program included the Rev. Robert O'Donnell, an attache of the Paulist Fathers to the Vatican; the Rev. Gustav Weigel of Woodstock College, Md.; Dr. Robert McAfee Brown, professor of religion at Stanford University; and U Thant, Secretary General of the United Nations.

NBC News' Rome correspondent Irving R. Levine reported from the Vatican on the Pope's death. Merrill Mueller, NBC News correspondent on special assignment in Rome, explained the election of a successor to Pope John. Frank Bourgholtzer, former NBC News' Moscow correspondent, spoke of the thaw in relations in recent years between the Kremlin and the Vatican. This special program was produced by James Holton.

-----O-----

NBC-New York, 6/4/63

'MR. NOVAK' SERIES GOES BEFORE CAMERAS THIS WEEK

Production on NBC-TV's full-hour drama series "Mr. Novak" -- which premieres Tuesday, Sept. 24 (7:30 p.m. NYT) -- starts June 6 at MGM-TV studios, Culver City, Calif.

As announced, James Franciscus will star as English teacher John Novak and Dean Jagger as principal Albert Vane in the weekly series, set in a high school. Gloria Talbott will be featured as Miss Harvey, assistant principal.

-----O-----

NBC-New York, 6/4/63

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

July, 1963 (All Times EDT)

Mondays through Fridays

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression" (except July 9 when
program is pre-empted)

2-2:25 p.m. -- "People Will Talk" (except July 9 when program is pre-
empted) - Premiere July 1.

3:30-4 p.m. -- "You Don't Say!"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, July 1

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, July 2

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, July 3

7:30-9 p.m. -- "The Virginian"

Thursday, July 4

9:30-10 p.m. -- "Hazel"

(more)

2 - July Color Schedule

Friday, July 5

8:30-9:30 p.m. -- "Sing Along with Mitch"

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "The Jack Paar Program"

Saturday, July 6

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, July 7

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, July 8

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, July 9

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, July 10

7:30-9 p.m. -- "The Virginian"

Thursday, July 11

9:30-10 p.m. -- "Hazel"

Friday, July 12

7:30-8:30 p.m. -- "International Showtime"

8:30-9:30 p.m. -- "Sing Along with Mitch"

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "The Jack Paar Program"

(more)

3 - July Color Schedule

Saturday, July 13

- 9:30-10 a.m. -- "The Ruff and Reddy Show"
- 10-10:30 a.m. -- "The Shari Lewis Show"
- 10:30-11 a.m. -- "King Leonardo and His Short Subjects"
- 8:30-9 p.m. -- "The New Joey Bishop Show"
- 9-11 p.m. -- "Saturday Night at the Movies"

Sunday, July 14

- 5:30-6 p.m. -- "The Bullwinkle Show"
- 6-6:30 p.m. -- "Meet the Press"
- 7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
- 9-10 p.m. -- "Bonanza"
- 10-11 p.m. -- "Du Pont Show of the Week"

Monday, July 15

- 7:30-9:30 p.m. -- "Monday Night at the Movies"
- 10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, July 16

- 7:30-8:30 p.m. -- "Laramie"
- 8:30-9:30 p.m. -- "Empire"

Wednesday, July 17

- 7:30-9 p.m. -- "The Virginian"

Thursday, July 18

- 9:30-10 p.m. -- "Hazel"

Friday, July 19

- 8:30-9:30 p.m. -- "Sing Along with Mitch"
- 9:30-10 p.m. -- "The Price Is Right"
- 10-11 p.m. -- "The Jack Paar Program"

(more)

4 - July Color Schedule

Saturday, July 20

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, July 21

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, July 22

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, July 23

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, July 24

7:30-9 p.m. -- "The Virginian"

Thursday, July 25

9:30-10 p.m. -- "The Lively Ones" (Season premiere)

Friday, July 26

8:30-9:30 p.m. -- "Sing Along with Mitch"

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "The Jack Paar Program"

Saturday, July 27

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies"
(more)

5 - July Color Schedule

Sunday, July 28

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week"

Monday, July 29

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, July 30

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, July 31

7:30-9 p.m. -- "The Virginian"

-----O-----

NBC-New York, 6/4/63

June 5, 1963

WIDELY-ACCLAIMED 'BOB HOPE MOSCOW SHOW,' WITH NOTABLE
PERFORMERS AND STAR'S MONOLOGUE, TO BE REPEATED

- - -

Program Opens 12-Week Summer List of Shows Sponsored by Purex

Bob Hope will be back on NBC-TV Thursday, June 27 (10 to 11 p.m. EDT), in a repeat of the "Bob Hope Moscow Show."

The widely-acclaimed full-hour made-in-Russia film show was originally telecast by the network April 5, 1958. It will be the first offering in a 12-week schedule of programs to be sponsored by the Purex Company in the Thursday night time-period this Summer.

Some of Russia's greatest entertainment figures and artists are featured in the Hope show. They include David Oistrakh, the violinist; Galina Ulanova, the prima ballerina; Oleg Popov, the clown; Arkadi Raikin, the comedian; Uri Barov and his animal act; the Ukraine State Dancers and movie stars Shigalova, Skovtsova and Cherednichenko.

Among the program's highlights is the monologue Hope delivered during a show in Spasso House, the Moscow residence of Llewellyn E. Thompson, then American ambassador to the Soviet Union.

The program was made during Hope's trip to Moscow in March, 1958, when he visited the Soviet capital as a cultural emissary of the State Department. Some of the film was obtained from the Russian government, and other footage was shot on the spot with the help of Soviet photographers.

This will be the program's third presentation. It was first repeated Jan. 25, 1959.

-----O-----

NBC TRADE NEWS

June 5, 1963

NBC-OWNED WNBQ AND WMAQ AGAIN LEAD ALL CHICAGO STATIONS IN AWARDS FROM ILLINOIS PRESS BROADCASTERS ASSOCIATION

Television station WNBQ and radio station WMAQ, the National Broadcasting Company's owned stations in Chicago, won a total of nine awards in the Illinois Press Broadcasters Association's annual news awards competition to again lead all Chicago stations in number of honors.

WNBQ, with three first-place and two second-place awards lead all Chicago stations in total number of citations. WMAQ, with a total of four awards -- two firsts and two seconds -- topped all metropolitan radio stations in the Associated Press honors. The NBC Chicago outlets also topped Chicago stations in last year's competition with nine awards.

Newsman Len O'Connor won first place in both radio and television competition for "Best Editorial or Commentary Show" with his WMAQ and WNBQ "Len O'Connor" programs. O'Connor also won first place in last year's radio competition. WNBQ's special on the Federal Communications Commission's hearings in Chicago last year was voted the top award for "Best Special Events Coverage."

Everett Mitchell's Saturday morning "Farm Forum" program was the other WNBQ first-place winner in "Best Regular Farm Program" category. Mitchell's "Farm and Home" show on WMAQ placed second in the radio farm program competition. WNBQ's documentary on Cook Hospital and the station's nightly 10 p.m. "Night Report" news program received second-place awards in the metropolitan Chicago TV awards.

---O---

'TRUTH OR CONSEQUENCES' TO FILM SIX
TELECASTS AT LOS ANGELES HOME SHOW

"Truth or Consequences," NBC-TV audience-participation show (Monday through Friday, 12:30-12:55 p.m. EDT) will film six shows on the stage at the 18th annual Los Angeles Home Show at the Los Angeles Sports Arena. The telecasts will be on the air Monday through Friday, June 17-21, and Monday, June 24.

Host and emcee Bob Barker will select contestants from the Home Show audience, with their consequences taking place either on-stage or in one of the many booths on the arena floor. The "T or C" filming sessions at the Home Show will begin June 13.

Numerous charitable organizations, including City of Hope, Los Angeles Heart Association, John Tracy Clinic and Mt. Sinai Hospital, have organized tours to visit the "T or C" program at the Sports Arena.

---O---

NBC-New York, 6/5/63

NBC TELEVISION NETWORK NEWS²-X-H

June 6, 1963

RALPH BELLAMY HAS STARRING ROLE OF DR. L. RICHARD STARKE,
PSYCHIATRIST, IN 'THE ELEVENTH HOUR' ON NBC-TV IN 1963-64

Five Dramas Completed; Jack Ging Continues Dr. Paul Graham Role

Five full-hour dramas for next season's NBC telecasts of "The Eleventh Hour," starring Ralph Bellamy, have been completed at the MGM studios in Hollywood. The 1963-64 season's programs will be seen each Wednesday (10-11 p.m. EDT, beginning Oct. 2).

Bellamy, in the role of Dr. L. Richard Starke, psychiatrist, succeeds Wendell Corey, who portrays Dr. Theodore Bassett during the first season of the weekly series. Corey left the role because of conflicting outside business and theatrical activities.

Jack Ging, who starred with Corey, remains in his role of Dr. Paul Graham, psychologist.

Bellamy, who began his theatrical career at the age of 18, starred as a "private eye" for five years in network television's first weekly half-hour series, "Man Against Crime." Bellamy, a 14-year veteran of TV, has long been a headliner in the theatre and motion pictures. One of his most memorable stage performances was his portrayal of Franklin D. Roosevelt in "Sunrise at Campobello," a role he re-created in the motion picture version. His many successful stage assignments included "Tomorrow the World" (in which he co-starred with Shirley Booth) and "State of the Union."

His role in the movie comedy, "The Awful Truth," with Irene Dunne and Cary Grant, typed him, temporarily, as the "nice guy who doesn't get the girl."

(more)

Bellamy's starring role in "The Eleventh Hour," brings him back to MGM studios, where he made his motion picture debut in 1930 in "The Secret Six," with Clarke Gable, Jean Harlow and Wallace Beery.

Bellamy currently is serving his 11th consecutive term as President of Actors Equity Association.

* * *

GUEST STARS NAMED FOR 'ELEVENTH HOUR' DRAMAS

Bert Lahr, James Coburn, Lois Nettleton, Irene Dailey, Kathryn Hays, Paul Burke and Beverly Garland are among the guest stars who will be seen in various episodes of NBC-TV's "The Eleventh Hour," starring Ralph Bellamy, during the 1963-64 season.

---O---

NBC-New York, 6/6/63

BOSTON UNIVERSITY AWARDS PAULINE FREDERICK HONORARY DEGREE

Pauline Frederick, NBC News' United Nations correspondent, has been awarded an honorary Doctor of Letters degree from Boston University.

The degree was awarded Miss Frederick June 5 by the University president, Dr. Harold C. Case, during commencement exercises at Boston University field.

The citation reads: "International authority, interpreter and commentator, whose penetrating analysis of the historical events taking place in the United Nations has informed and inspired millions of thoughtful Americans.

"By your sound scholarship, your keen insight into the most compelling issues of our day, and your rare capacity for effective communication, you have rendered notable service to international understanding and thus to world peace."

Miss Frederick was also recently awarded an honorary degree of Doctor of Humane Letters from Russell Sage College, Troy, N. Y.

-----O-----

NBC-New York, 6/6/63

CREDITS FOR NBC-TV COVERAGE OF FINAL HOLES OF THUNDERBIRD
CLASSIC INVITATIONAL GOLF TOURNAMENT

Date: NBC-TV, Sunday, June 16 (5 to 6 p.m. EDT).

Program Summary: Play at the final three holes of the second annual Thunderbird Classic Invitational Golf Tournament at the Westchester Country Club in Rye, N. Y. Six TV cameras will be used for the coverage. This is the second year NBC-TV is televising the tourney windup.

Facts on Course: Westchester is 6,490-yard, par 70 course.

Holes being televised are:

No. 16 -- 189 yards, par 3.

No. 17 -- 341 yards, par 4.

No. 18 -- 513 yards, par 5.

Commentators: Bud Palmer and golf pro Vic Ghezzi at 18th hole, Jack Whitaker at 17th hole (and reporting 16th by monitor).

Producer: Perry Smith.

Director: Harry Coyle.

Technical Director: Jim Davis.

Unit Manager: Roy Hammerman.

Sponsor: Ford Division of Ford Motor Company.

Agency: J. Walter Thompson Company.

NBC Press
Representative: Bob Goldwater, New York.

* * *

Pars are 3, 4 and 5 on the three finishing holes for the Thunderbird Golf Classic. Here is a brief description of the Westchester Country Club holes to be covered in the NBC-TV golf telecast Sunday, June 16:

(more)

No. 16 -- 189 yards, par 3. A straightaway hole from elevated tee to sloping green well trapped on both sides. Big hitters may overshoot into trees and rough behind green.

No. 17 -- 341 yards, par 4. An uphill hole with a slight dogleg left. Two traps on right side of fairway will catch many medium drives from tee. The green is guarded by a tremendous trap on the left and trees on the right.

No. 18 -- 518 yards, par 5. This dogleg-left hole figures to see quite a few birdies, but there are several pitfalls. Trees along the left side of the fairway will catch some drives cutting the dogleg too sharply. A deep trap at the right-front of the two-level green will catch many long hitters trying for the green in two.

-----o-----

NBC-New York, 6/6/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT WOGAN IS ELECTED VICE PRESIDENT, PROGRAMS, NBC RADIO NETWORK

FOR RELEASE MONDAY A.M. JUNE 10

Robert Wogan has been elected Vice President, Programs, NBC Radio Network, it was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Wogan, who joined NBC in 1943 as a page, has been Director, Programs, of NBC Radio since October, 1961. He has been in the Radio Network Program Department since 1945, when he became Assistant Supervisor of Announcers. He was Supervisor of Associate Producers, Supervisor of Program Operations and Manager of Program Operations, before being named Director, Programs.

Mr. Wogan was producer and director of many of the prize-winning "Biographies in Sound" series on NBC Radio in 1958, and developed the highly successful "Birthday Salutes" programs, including the heralded tribute to Bob Hope on his 60th birthday, May 29, and the widely acclaimed classical music series, "Toscanini: The Man and the Legend," which began June 5.

Mr. Wogan lives in Manhattan.

-----O-----

NBC TRADE NEWS

LADY BROOKE LIMITED, DIVISION OF CAMEO INC., IN FIRST USE OF NETWORK TV,
BUYS INTO NBC'S "TODAY" AND "TONIGHT SHOW STARRING JOHNNY CARSON"

- - -

Firm Also Places Extensive Order for Merchandising Aids

FOR RELEASE MONDAY A.M., JUNE 10

Lady Brooke Limited, Division of Cameo Inc., in its first use of network television, has purchased weekly participations in NBC-TV's "Today" series and "Tonight Show Starring Johnny Carson," it was jointly announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network and Larry Bandfield, Sales Manager, Cameo Inc.

Lady Brooke will use the participations in the two programs to advertise shoe cosmetic kits for women which feature 21 different shoe colors. Sponsorship in "Today" begins June 27 and extends through December. "Tonight" participations start July 19 and extend into the Fall.

Mr. Storke said: "We are particularly proud 'Today' and 'Tonight' have been selected by Lady Brooke for the company's network television premiere, and we welcome them to the ever-increasing roster of clients who have found our participating programs one of television's most effective advertising vehicles."

In support of their sponsorship, Lady Brooke plans to heavily merchandise "Today" and "Tonight" via point-of-purchase material featuring "Today" host Hugh Downs and "Tonight" star Johnny Carson.

Lady Brooke commercials will be live on "Today" and a combination of live-in-color and filmed on "Tonight," with lead-ins by the featured performers of each program. (The Lady Brooke Advertising was placed through the Shaller-Rubin Co. Inc., New York.)

-----O-----

NBC TELEVISION NETWORK NEWS

DENNIS WEAVER SIGNED BY NBC TO STAR IN A PILOT
OF "KENTUCKY'S KID," STORY OF A RETIRED
HORSE TRAINER AND A CHINESE BOY

FOR RELEASE MONDAY A.M., JUNE 10

Dennis Weaver, "Chester" of TV's "Gunsmoke" series, has been signed by the National Broadcasting Company to star in a pilot for a series entitled "Kentucky's Kid," the story of a retired horse trainer and a Chinese boy.

Signing of Weaver to portray "Kentucky" was announced by Felix Jackson, Vice President, NBC Productions, as the first production under his direction since his promotion to this position on the West Coast last month.

Negotiations for Weaver's services were handled by Thomas W. Sarnoff, Vice President, West Coast, in behalf of NBC, and by Weaver's agent, Milt Grossman.

Weaver will portray Kenneth Yarborough Jones ("Kentucky"), who has retired to his California ranch from racing. With him in the series will be Rickey Der, 10-year-old Chinese boy from San Francisco, who will portray the role of Dwight Eisenhower Wong, who becomes by adoption the No. 1 son of "Kentucky," a recent widower.

"Kentucky's Kid" was created and written by Albert Beich and William H. Wright.

(more)

The late Jack Carson played the role of "Kentucky" a year ago in a pilot filmed in Hollywood but before the show could be offered for sale the well-known actor became fatally ill.

Aside from the Chinese boy, the entire previous cast will be replaced.

Weaver by late Summer will have completed his 10 appearances in "Gunsmoke" episodes for the 1963-64 season.

"Kentucky's Kid" will be readied for the 1964-65 television season and is the first of several projects underway at NBC under Jackson's supervision.

---O---

NBC-New York, 6/7/63

NBC'S DAVID TEBET NAMED CHAIRMAN OF ENTERTAINMENT SECTION
FOR THE GREATER NEW YORK FUND '63 CAMPAIGN

FOR RELEASE MONDAY A.M., JUNE 10

David Tebet, Vice President, Talent Relations, NBC Television Network, has been appointed chairman of the Entertainment Section of the Greater New York Fund '63 Campaign. Mr. Tebet will direct activities in the areas of radio and television broadcasting, music industry, legitimate theatre, talent agencies, theatrical services, motion picture producers, distributors, and theatre operators. The Entertainment Section is one of the key areas in the Greater New York Fund's activities.

The Greater New York Fund was incorporated in 1938 as a non-profit, city-wide fund-raising agency to obtain gifts in behalf of local hospitals, health and welfare agencies. It is an exclusively charitable organization.

The Greater New York Fund is the only major organization concerned with the whole problem of the needy in New York. All races and religions are served by the fund's agencies. It helps support clinics, camps, youth clubs, legal aid, visiting nurses, adoption services; it also helps to maintain 69 voluntary hospitals, 15 family counseling services, 22 employment and vocational guidance agencies, 10 sheltered workshops, 11 temporary shelters for children, 59 day care centers, nursery schools and kindergartens, and 45 neighborhood houses and settlements.

-----O-----

NBC TELEVISION NETWORK NEWS

June 7, 1963

NBC NEWS ANNOUNCES PLANS FOR EXTENSIVE TELEVISION COVERAGE OF DESEGREGATION DEVELOPMENTS AT UNIVERSITY OF ALABAMA

NBC News' plans for extensive television coverage of desegregation developments at the University of Alabama have been announced by William R. McAndrew, Executive Vice President in charge of NBC News.

The coverage will begin with a special television program Sunday, June 9 (7-7:30 p.m. EDT), as previously announced, and will continue on regular NBC News programs and special programs throughout the week as developments warrant.

NBC has set up a temporary studio with mobile unit facilities at the Stafford Hotel in Tuscaloosa and has had a special microwave transmitting tower set up in Tuscaloosa to transmit live coverage from this remote studio to WAPI-TV, NBC's affiliate in Birmingham. The mobile studio also is equipped with a "jiffy" film developer (portable developer for fast processing of film).

Two planes have been chartered to speed film to Birmingham from Tuscaloosa, where the main campus of the University of Alabama is located, and from Huntsville, where there is a branch of the university.

NBC News correspondents Richard Valeriani of Chicago and Tom Pettit of Los Angeles have been assigned to Tuscaloosa and correspondent Robert Abernethy of Washington has been assigned to Huntsville. Coordinator of the on-the-scene coverage is Frank Jordan of NBC News, New York.

(more)

Four camera crews will cover developments in Tuscaloosa and Huntsville and a fifth crew is being held in reserve in Jackson, Miss., in case the situation in Alabama requires its use. The four crews are headed by cameramen Bradford Kress of Washington, Nat Cohn of New York, Cal Marlin of Miami and Bruce Powell of Chicago. Doug Downs of New York heads the reserve crew in Jackson. The on-the-scene personnel includes directors Charles Sieg and Jack Dillon of New York, film editors, writers and technicians.

-----o-----

NBC-New York, 6/7/63

CRITICAL ACCLAIM ACCORDED 'I AM WITH YOU,' 4-PART 'CATHOLIC HOUR'
TV SERIES ON THE CATHOLIC CHURCH AND ITS ECUMENICAL COUNCILS

Dramatic testimony that some of television's highest accomplishments are to be found in its religious programs was evident the critical acclaim given to "I Am with You," the four-part history of the Catholic Church and its Ecumenical Councils presented by "The Catholic Hour" on the NBC-TV Network last month.

The Commonweal said: "The series as a whole is extraordinarily impressive for its great scope in covering some two thousand years of Church history and the twenty-one councils and for its effective handling of a wealth of material that had to be concentrated into four half-hour programs."

Writing in The Sign, John P. Shanley termed the venture "the most ambitious project ever attempted in religious TV." And, he added: "The series may do more to set Vatican II in its proper historical setting than anything yet attempted by any branch of the communications media."

In a Louisville Courier-Journal story headlined "Catholic Hour Makes a Hit," Bill Ladd said: "The program was expertly and lavishly produced and was informational or educational television at its best... The program was exceptional by any standards."

Other newspapers hailed the series variously as "an enlightening pictorial account...definitely worth seeing" (New York Daily News) and "clearly the most ambitious project ever attempted in religious TV" (Gary, Ind., Post-Tribune).

The program was produced by NBC in cooperation with the National Council of Catholic Men.

-----O-----

NBC-New York, 6/7/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

June 10, 1963

PRESIDENT KENNEDY'S PULITZER PRIZE-WINNING "PROFILES IN COURAGE"

WILL BE PRODUCED AS TV SERIES ON NBC NETWORK

- - -

26 Filmed Full-Hour Dramatizations Will Be Telecast,

Robert E. Kintner and Robert Saudek Announce

President John F. Kennedy's "Profiles in Courage," the Pulitzer Prize-winning book of biographies of courage, will be produced as a television series, it was announced today by Robert E. Kintner, President of the National Broadcasting Company, and Robert Saudek, President of Robert Saudek Associates.

World-wide television rights to President Kennedy's book have been acquired by Mr. Saudek, who concluded arrangements for presentation of the series on the NBC Television Network.

The President has stated that royalties accruing to him from the television series of "Profiles in Courage" will be donated by him to a charitable cause, in accordance with a policy he has established.

The agreement, signed by President Kennedy and Mr. Saudek, provides for 26 filmed programs one hour in length, comprising biographies contained in the original volume supplemented by those of other Americans who have displayed unusual personal courage.

"NBC is honored to be able to present on television dramatizations of the compelling stories of dedication of great Americans told so vividly in 'Profiles in Courage'," Mr. Kintner said. "The finest creative talent available will be utilized to assure outstanding production quality for this unique series of telecasts."

(more)

Mr. Saudek said, "The President has agreed to permit the dramatization of his book, 'Profiles in Courage,' because of the values such programs can have in providing a penetrating study of the indomitable American character. The records, he felt, of these men and women who, under stress, remained true to themselves and their country, must inspire the living generation to a new pride in our nation's traditions. I intend that the television series shall meet the rigorous standards of excellence which characterize the author's book."

As the widest television circulation possible is desired for the work, especially among Americans who are serving their country, the series will be distributed throughout the world. It will be made available by Mr. Saudek to men in the armed forces in the form of motion picture films.

The series will be filmed at a major Hollywood studio for presentation on NBC-TV after the national elections in November, 1964.

"Profiles in Courage" was written by the President in 1955 while he was a United States Senator and was recovering from an operation necessitated by injuries suffered during World War II. The author was awarded the Pulitzer Prize for Biography in 1957 for this work. Published by Harper & Brothers, it was on the "best sellers" lists for a total of more than two years, and has appeared in four American editions -- the original, the Inaugural Edition, the "Young Readers Edition" and the paperback. Ninety separate foreign language editions have been published or are under contract to be published. It was a selection of the Book-of-the-Month Club and of the Young Readers Club.

-----o----- NBC-New York, 6/10/63

June 10, 1963

ADDRESS OF ROBERT W. SARNOFF TO PARENTS AND TEACHERS GROUP
PUT IN CONGRESSIONAL RECORD BY REPRESENTATIVE OREN HARRIS

Representative Oren Harris (D.-Ark.), Chairman of the House Committee on Interstate and Foreign Commerce, has inserted into the Congressional Record an address delivered last month by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

In his accompanying remarks, Representative Harris noted that Mr. Sarnoff had spoken before the National Congress of Parents and Teachers in Miami, May 21, on the subject of "Television and Children."

"The subject," Representative Harris said, "is of great interest to the American people and what Mr. Sarnoff had to say on this subject is timely."

"Part of his remarks are addressed to the role of educational television as distinguished from commercial broadcasting. There is quite a public debate going on at the present time as to what the proper roles are of educational and commercial television respectively. Mr. Sarnoff's views on this particular subject ought to be noted as a part of this public debate."

In the Miami address, Mr. Sarnoff stressed the "unique opportunities" of educational television to enlarge the total contribution of television to the nation. He described these as opportunities to present in detail subjects which are of special interest to some members of the total audience; to engage in program experimentation that may initially attract a small number of viewers; and to provide formal instruction to help meet the critical problems of an overburdened educational system.

-----O-----

MONITOR

THE NBC WEEK-END RADIO SERVICE

June 10, 1963

SINGER GOGI GRANT JOINS 'MONITOR'

Goodyear to Sponsor Two Weekly Segments

Popular singer Gogi Grant becomes a "member-of-the-family" on "Monitor 63," NBC Radio's weekend program service, starting Saturday, June 22.

Miss Grant, whose recordings of "Suddenly There's a Valley" and "The Wayward Wind" each sold 1,000,000 copies, will be heard in two five-minute segments, one on Saturdays between 11:05 and 11:30 a.m. EDT, and the other on Sundays between 4:05 and 4:30 p.m. EDT.

The Goodyear Tire and Rubber Company is the sponsor of Miss Grant's programs, which will be taped with a "live" orchestra. Young & Rubicam is the advertising agency for Goodyear.

-----O-----

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

June 11, 1963

NBC TO PRESENT MORE THAN 40 FULL-HOUR SPECIAL NEWS AND INFORMATION
TV PROGRAMS IN 1963-64 SEASON ON SUBJECTS VARYING
FROM ANCIENT GREECE TO MODERN MEDICINE
- - -
Specials Scheduled for Nighttime Periods, Many in Color

More than 40 full-hour special news and information programs, ranging in subject from the ancient past of Greece to the future of medicine, will be presented in the 1963-64 season on the NBC-TV Network, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Mr. McAndrew said that the specials would deal not only with major events and issues in the news but with such other subjects as new methods of education, American carnivals, the British social system, the French army, the training of a professional football player, private art collections and a train journey through the Iron Curtain.

He said that these planned specials would be presented in nighttime periods, that many would be produced in color, and that they would be in addition to the "NBC Special News Reports" or "instant specials" which are designed to cover fast-breaking news and are scheduled within hours of the event.

Mr. McAndrew said that the special programs would be part of an expanded news schedule that would also include such new regular programming as a half-hour "Huntley-Brinkley Report" each weekday evening starting Sept. 9 (7-7:30 p.m. NYT) and a full-hour weekly television news magazine titled "Sunday" starting Oct. 20 (4-5 p.m. NYT).

(more)

The planned specials will include six full-hour programs featuring Chet Huntley and produced by Gerald Green. Among those being developed are a study of racial problems in Washington, D. C., an examination of the way of life in modern Australia and an evaluation of the educational system of California.

David Brinkley will also be featured in six specials, which will be co-produced by Ted Yates and Stuart Schulberg. The subjects will include boxing as a business and a sport, a historical voyage along the Mississippi, and an insider's look at the political and social life in the nation's capital, to be titled "Our Man in Washington."

The Creative Projects Unit of NBC News, under supervision of executive producer Irving Gitlin, will present four special programs in the "NBC White Paper" series and six in the "Du Pont Show of the Week" series.

Other special programs are being developed by NBC News producers Reuven Frank, Chet Hagan, Lou Hazam, Robert Northshield and George A. Vicas, who are drawing on the full resources of the world-wide NBC News organization, with its 800 cameramen and correspondents.

The NBC News weekday schedule will start with the two-hour "Today" program (7-9 a.m. NYT), and will include four news summaries during the day -- the "Morning Report" (10:25 a.m. NYT), the "Day Report" (12:55 p.m. NYT), the "Early Afternoon Report" (2:25 p.m. NYT) and the "Afternoon Report" (4:25 p.m. NYT). The day's regular coverage will be rounded out with the new half-hour "Huntley-Brinkley Report."

(more)

3 - News Specials

Weekend information programming will include a 90-minute block of children's programming on Saturdays -- "Watch Mr. Wizard" (12:30-1 p.m. NYT) and "Exploring" (1-2 p.m. NYT). White House correspondent Sander Vanocur will continue to present the "Saturday Report" (6-6:15 p.m. NYT). On Sundays, in addition to the new "Sunday" series, NBC News will present "Meet the Press" and a series of re-broadcasts of outstanding television specials originally presented in nighttime periods to be repeated in an afternoon time period suited for family viewing.

--+---o-----

NBC-New York, 6/11/63

NBC TELEVISION NETWORK NEWS

June 11, 1963

NEW MONDAY-THROUGH-FRIDAY MORNING SCHEDULE ON NBC-TV FEATURES
MERV GRIFFIN'S RETURN--AS HOST OF "SHOPPING SPREE"--
AND GAME SHOW DEVELOPED BY GOODSON-TODMAN

A reprogrammed Monday-through-Friday morning schedule -- featuring the return of Merv Griffin to daytime television and a new series developed by TV's most successful packager of game shows, Goodson-Todman -- will be presented on the NBC Television Network, starting in September.

The announcement was made today by Mort Werner, Vice President, Programs, NBC-TV. Mr. Werner noted that the new morning lineup would contribute an additional half-hour of color to the network's daily schedule.

Merv Griffin, the highly-acclaimed star of his own series on NBC-TV earlier this season, will return Sept. 30 as the star of "Shopping Spree" (10:30-11 a.m. NYT), a new word game, in color, involving a novel audience participation format. The program will be packaged by Merv Griffin's company.

"'Shopping Spree'," Mr. Werner said, "will combine the unique talents of one of television's brightest new stars with a strong program concept specifically designed to take advantage of his exceptional abilities."

The other new series in NBC-TV's revised lineup will be "Missing Links," featuring a famous host (to be announced shortly) and a group of celebrity panelists. "Missing Links," which premieres

(more)

2. - New Morning Schedule

in color Sept. 9 (11:30 a.m.-12 Noon NYT), will be produced by Goodson-Todman Productions, packagers of many of television's most successful game shows for more than a decade.

The reprogrammed morning lineup also involves the shifting of NBC-TV's highest-rated daytime program, "Concentration," to 11-11:30 a.m. NYT, effective Sept. 9. The series is currently telecast at 11:30 a.m. In addition, "Truth or Consequences" (12:30 to 12:55 p.m. NYT), a long-time daytime favorite, will join NBC-TV's roster of color programs, starting Sept. 30.

The complete new morning schedule follows:

NBC-TV MONDAY-FRIDAY MORNING SCHEDULE

SEPTEMBER, 1963 (all times NYT)

10-10:25 a.m.	"Say When" (continues)
10:30-11 a.m.	"Shopping Spree" (premieres in color Sept. 30)
11-11:30 a.m.	"Concentration" (replaces "Price Is Right" in this time period, Sept. 9)
11:30 a.m.-12 noon	"Missing Links" (premieres in color Sept. 9)
12-12:30 p.m.	"Your First Impression" (continues in color)
12:30-12:55 p.m.	"Truth or Consequences" (continues and starts colorcasts Sept. 30)

-----o-----

NBC-New York, 6/11/63

June 11, 1963

LAWRENCE E. SPIVAK, 'MEET THE PRESS' PRODUCER,
WILL RECEIVE AN HONORARY DEGREE

Lawrence E. Spivak, producer of NBC's "Meet the Press" television and radio series, will receive an honorary Doctor of Letters degree June 16 from Suffolk University, Boston, Mass.

The degree, which will be presented by the university's President, Dr. Dennis C. Haley, will be accompanied by the citation:

"Producer of and active participant in the nation's foremost radio and television program of journalists searching for enlightenment on vital current issues by questioning eminent personalities, he has thus contributed markedly to public understanding of the problems facing a growing democracy."

Spivak also holds an honorary Doctor of Laws degree from Wilberforce University. "Meet the Press" is the oldest network program, originating on NBC-TV Nov. 20, 1947 and May 4, 1952 on NBC Radio (it began June 24, 1945 on another radio network).

-----O-----



BEN GRAUER OF NBC TO BE COMMENTATOR FOR FIRST DAY'S
CEREMONIES AT BATTLE OF GETTYSBURG CENTENNIAL

NBC's Ben Grauer will be the commentator for the opening day program of the July 1-3 observance of the 100th anniversary of the Battle of Gettysburg, it was announced today by Pennsylvania's Gettysburg Centennial Commission.

Grauer will describe events of the Governors' Day program for the audience at the Eternal Light Peace Memorial the afternoon of July 1. Grauer served in a similar capacity at the Western Maryland Railway pageant, "Mr. Lincoln Goes to Gettysburg," in 1952.

-----O-----

GLORIA TALBOTT TEMPORARILY OUT OF 'MR. NOVAK' SERIES
--

Gloria Talbott, previously announced for the featured role of Miss Harvey, assistant principal, on NBC-TV's forthcoming "Mr. Novak" series, has been forced to withdraw temporarily because of a broken kneecap. Upon her recovery, she will return to the series in another role -- that of a teacher.

Jeanne Bal will portray the assistant principal, with the character name Mrs. Pagano.

"Mr. Novak" will start Tuesday, Sept. 24 (7:30-8:30 p.m. EDT).

-----O-----

NBC-New York, 6/11/63

XEROX, MAKING ITS LARGEST TV PURCHASE, WILL SPONSOR 6 FULL-HOUR
NBC NEWS SPECIALS AND A 90-MINUTE 'PROJECT 20' SPECIAL

Xerox Corporation, marking the largest expenditure it has ever made in television, has purchased sponsorship of six full-hour NBC News special programs and one 90-minute "Project 20" special, all to be presented on the NBC-TV Network in the 1963-64 season.

Don Durgin, Vice President, NBC Television Network Sales, who announced the sale today, said that "with this important sponsorship, the Xerox Corporation is continuing and extending its policy of advertising in the public interest -- a policy so well illustrated in its recent sponsorship of two presentations of 'The Kremlin' program produced by NBC News."

W. N. Hesketh, Xerox advertising manager, said on behalf of the company, "These programs will serve all of us -- the audience, the network, Xerox -- eminently well. We're proud to be connected with them."

Xerox sponsored the original telecast of "The Kremlin" May 21 and the rebroadcast of the highly-acclaimed program June 4. A third showing of "The Kremlin," a dramatic review of the history of the Moscow citadel, will be one of the seven special programs to be sponsored by Xerox next season. The other six programs will all be original telecasts.

The seven specials, all to be presented in prime time, will be telecast during a period extending from early Fall through May, 1964. They will range in subject from politics to sports, and from race relations to 20th century warfare and American foreign policy. They will include two David Brinkley specials and two featuring Chet Huntley, one of which will be an "NBC White Paper."

NBC TRADE NEWS

June 12, 1963

"KRAFT SUSPENSE THEATRE," MAJOR SERIES OF FULL-HOUR COLOR DRAMAS,
AND SEVEN "PERRY COMO'S KRAFT MUSIC HALL" COLOR SPECIALS
COMPRISE ALL-NEW KRAFT TV PROGRAMMING FOR 1963-64

"Kraft Suspense Theatre," a major series of hour-long dramas in color, and seven "Perry Como's Kraft Music Hall" color specials, will comprise the all-new Kraft television programming for the 1963-64 season on the NBC-TV Network.

Produced by Revue Studios in association with Roncom Productions Inc., "Kraft Suspense Theatre" will be seen in the new Kraft time period, 10-11 p.m. Thursdays (NYT).

"Perry Como's Kraft Music Hall" specials starring Perry Como will be produced by his Roncom Productions Inc. Two of the Como specials will be telecast in 1963. The first will start the new programming Thursday, Oct. 3. The remaining five will be presented throughout the season.

Production of the "Kraft Suspense Theatre" will start at Revue June 20. The first show of this series will be seen Thursday, Oct. 10.

Commenting on the announcement of the dual programming, Robert A. Davis, General Advertising Manager, Kraft Foods, said, "We are delighted to have Perry back for a fifth season and are most excited about the new suspense dramas."

(more)

"From the time the old 'Kraft Music Hall' brought radio audiences the headliners of the entertainment world," he added, "we have recognized a responsibility to our audiences and to the medium to maintain high standards of performance and artistic merit."

"Kraft Suspense Theatre" will be filmed under supervision of Roy Huggins, Vice President of Revue, who said today that "the basic aim of the series will be to deliver dramatic entertainment with original, meaningful and provocative themes, consistently presented through action and suspense."

Robert Altman, Robert Blees and Frank Telford will produce the series, Huggins announced.

The first segment to start shooting will be "The Case Against Sergeant Stryker," an original two-part teleplay by Selig Lester. An extensive casting search to fill seven major roles is currently under way.

Also in various stages of development are more than a dozen properties, including three novels, "Killer on the Turnpike" by William P. McGivern, "Only One Day Left" by John Philip Cohane and "The Profane Comedy" by James Patrick.

Original scripts set for the series include "The Fox Hunt" by John D. F. Black, "See No Evil" by Andy Lewis, "The Imperfect Crime," by Dean Hargove, "The Ordeal of Edward Smalley" by David Moessinger and "Some Day the War Will be Over" by Gordon Russell.

-----O-----

NBC-New York, 6/12/63

NBC TRADE NEWS

June 12, 1963

HAROLD E. (HAP) ANDERSON IS APPOINTED MANAGER, SPECIAL PROJECTS, NBC ENTERPRISES

Harold E. (Hap) Anderson, who has been active in the station construction and management area of broadcasting since 1950, has been named Manager, Special Projects, NBC Enterprises. The appointment was announced by Joseph M. Klein, Director, NBC Enterprises.

Anderson's principal duties are the supervision of NBC management services and the development of investment opportunities overseas.

A 17-year veteran of the broadcasting industry, Anderson has been instrumental in designing, constructing and staffing five television stations. He was born and educated in Nebraska, and first built a TV station -- KOLN-TV -- in Lincoln, Neb., in 1953. The fifth station he built -- WCIV-TV, a primary affiliate of NBC -- went on the air last Fall in Charleston, S. C.

In the intervening years Anderson served as president of the Founders Corporation, an investment and holding company, and was general manager of WINS radio, both in New York City. Most recently he was an independent consultant for NBC International as a consultant to the Jamaica Broadcasting Company in Kingston, Jamaica.

Anderson's wife and three daughters will join him soon when they relocate in the Greater New York area.

-----O-----

NBC-New York, 6/12/63

June 12, 1963

HOW NBC NEWS PRESENTED EXTENSIVE COVERAGE
OF THE INTEGRATION CRISIS IN THE SOUTH

NBC-TV presented three hours of coverage of the Alabama integration crisis -- more than any other television network -- in special and regular NBC News programs yesterday, Tuesday, June 11.

(NOTE: All time references are EDT.)

A full-hour special program including President Kennedy's address to the nation was carried from 7:30-8:30 p.m. The entire "Chet Huntley Reporting" program (10:30-11 p.m.) was devoted to the Alabama situation.

NBC-TV was nearly 12 minutes ahead of any other television network in presenting live reporting from Tuscaloosa of the first confrontation of Alabama's Governor George C. Wallace and federal officials escorting Vivian J. Malone and James A. Hood to the University of Alabama campus. The coverage began at 12:49 p.m., with NBC News correspondent Robert Abernethy reporting developments over a direct telephone line to the NBC mobile studio in downtown Tuscaloosa. Correspondent Richard Valeriani in this studio relayed the information to the television audience.

The coverage, which continued to 1:07 p.m., included reports of the confrontation, the governor's statement in refusing to admit Miss Malone and Hood to the university, and the statement by Deputy Attorney General Nicholas deB. Katzenbach that they would be enrolled later in the day.

(more)

2 - Integration

President Kennedy watched the NBC-TV coverage, NBC News White House correspondent Sander Vanocur reported in a radio news broadcast.

Pooled tape coverage of the developments was carried on NBC-TV from 1:19 to 1:36 p.m. In a bulletin at 1:47 p.m. NBC News reported that President Kennedy had issued an executive order federalizing the Alabama National Guard. The Alabama story was continued on the "NBC News Early Afternoon Report" from 2:25-2:30 p.m. A report that Governor Wallace would step aside in view of the federal order was carried in a bulletin at 3:30 p.m.

The Alabama situation was updated with a map of the campus in a special program from 4-4:05 p.m. The NBC News coverage continued on the "NBC News Afternoon Report" from 4:25-4:30 p.m.

Later developments including the arrival of federal troops and the governor's departure were presented in a special program from 5:19 to 5:49 p.m. NBC-TV was the first network to present tape coverage of these developments. Additional coverage was presented in a special program from 6-6:10 p.m. More than half of "The Huntley-Brinkley Report" from 6:45-7 p.m. was devoted to the Alabama crisis.

Highlights of the entire day's events were presented on the special program beginning at 7:30 p.m. Following the President's speech, NBC News correspondents Vanocur and Herbert Kaplow in Washington and Valeriani, Abernethy and Tom Pettit in Tuscaloosa commented on the integration situation and the President's remarks.

In addition to summarizing the day's events, "Chet Huntley Reporting" presented film coverage of a meeting at which segregationist Edward Fields of the States Right Committee spoke and President Kennedy was burned in effigy. The program also presented an exclusive interview with Mrs. Autherine Lucy Foster in Tyler, Tex., whose attempt to enroll at the University of Alabama seven years ago precipitated an integration crisis.

(more)

3 - Integration

The NBC Radio Network presented full coverage of the events in Alabama, including both confrontations between Governor Wallace and federal officials. Two NBC News correspondents, Thomas Pettit and Robert Abernethy, reported from Tuscaloosa. In addition, NBC Radio carried President Kennedy's address live and presented a special program featuring correspondent Ed Gough as anchorman at 9:05-9:30 p.m. EDT.

* * *

First films taken at the home of Southern Negro leader Medger Evers, who was shot and killed early today outside his Jackson, Miss., house were shown on NBC-TV's "Today" show this morning, Wednesday June 12, during the program's 8 a.m. news segment.

Evers was shot about 1:30 a.m. as he stepped out of his car after returning home from an integration rally. He was a field secretary of the National Association for the Advancement of Colored People.

The film showed Evers' home and car, parked on the driveway, and a glass-paneled door that was shattered by the bullet which killed him. Also shown was Mrs. Evers, who was being comforted by neighbors.

The film was made by cameraman Cliff Bingham of Station WLBT in Jackson, an NBC-TV affiliate. It was fed to the NBC-TV Network from the station. A live audio report by WLBT newsman Hagen Thompson accompanied the film report.

"Today" also devoted the entire 8-9 a.m. program segment to interviews with guests Lena Horne and Roy Wilkins, Executive Secretary of the NAACP, on the subject of the Negro's struggle for civil rights.

Both guests also commented on the death of Evers earlier that morning. Wilkins expressed the hope that there would be no violence as a result. Evers was respected and loved by a great many people in

(more)

4 - Integration

Mississippi and outside the state, said Wilkins. "It would be my guess that people would be angry, and resentful, and shocked and stunned and that they would have a tendency to strike back. I hope they won't."

Miss Horne, who met Evers recently while she was in Jackson for a rally, described him as a "very warm and very vital man." "That my life would be touched by his," she said, "only inspires me to try not to hate and to try to be purposeful in a kind of battle I think we have to wage."

----O----

NBC-New York, 6/12/63

GUY DENGHY TO PLAY CONTINUING ROLE IN NEW SERIES, "HARRY'S GIRLS"

Guy Denghy has been signed to a continuing role in the new situation comedy series, "Harry's Girls," starring Larry Blyden as Harry Burns. The show is currently being filmed on the Riviera, for Fall showing on NBC-TV Friday evenings (9:30 p.m. EDT). Denghy will portray Khooli, an engaging conman, who is the Mr. Fix-it of the Riviera.

Denghy played in the feature films "The Mouse That Roared" and "A Matter of Who." He also is author of the book "How to Avoid Matrimony" which is being turned into a musical.

-----O-----

NBC-New York, 6/12/63

"MUTUAL OF OMAHA'S WILD KINGDOM" WILL PRESENT NEW WEEKLY
COLOR SERIES OF WILD ANIMALS AND PRIMITIVE PEOPLES
IN 1963-64 SEASON WITH MARLIN PERKINS AS HOST

"Mutual of Omaha's Wild Kingdom," the exciting color series starring world-famous naturalist Marlin Perkins and featuring films of wild animals and primitive peoples, will return to NBC-TV with new weekly programs starting Sunday, Oct. 20 (5-5:30 p.m. EDT).

The "Wild Kingdom" series with Perkins was previously presented on NBC-TV for a 13-week run last season. Perkins was host of NBC-TV's Emmy award-winning "Zoo Parade" series from 1949 to 1957. He was director of Lincoln Park Zoo, Chicago, for 18 years, and since Oct. 1, 1962 has been director of the St. Louis Zoo. He will be assisted again on "Wild Kingdom" by Jim Fowler, a young expert on predatory birds.

The series, scheduled to run through March 8, 1964, will be fully sponsored by Mutual of Omaha, through its agency, Bozell & Jacobs, Inc. Don Meier, who produced "Zoo Parade," again will produce "Wild Kingdom" through his Don Meier Productions Inc., Chicago.

"Wild Kingdom" will show how wild animals and primitive peoples come to grips with their environments -- from the dense jungles of Equatorial Africa and the wilds of the Amazon to the frozen wastes of the polar regions -- in a fight for survival. Perkins and Fowler will also use their "home base" animal laboratory and TV studio at the St. Louis Zoological Gardens to illustrate how animals both dangerous and docile react instinctively to stimuli.

(more)

In about half of each program, Perkins and Fowler will elaborate on wildlife against the zoo background. The remainder will show films of Perkins' and Fowler's adventures in the wild, including such distant places as the Amazon River, India's Himalayan Mountains, British Guiana in South America, Galapagos Islands, Andes Mountains, Ecuador, New Guinea, the Kalahari in Africa, and trips to areas in the United States to film various remote animal habitats.

-----O-----

NBC-New York, 6/13/63

NBC TRADE NEWS

June 13, 1963

TWO PROGRAM PROMOTION FILMS OF NBC'S ADVERTISING DEPARTMENT RECEIVE FINALISTS' CERTIFICATES IN AMERICAN TV COMMERCIALS FESTIVAL

Two program promotion films of the National Broadcasting Company's Advertising Department have received Certificates of Recognition as finalists in the Fourth Annual Awards of the American TV Commercials Festival.

The NBC finalists -- program advertisements for "The Dick Powell Theatre" and "Laramie" -- rank among the top group in their category and are among the top 200 of 1,367 Festival entries. No other network or station received recognition.

The "Dick Powell" advertisement was cited as a finalist in the category "Media & Entertainment." It was a 60-second film featuring the stop motion film technique as video and only the music of "The Dick Powell Theatre" -- no dialogue -- as audio. Lewis Hunter of NBC's West Coast staff was producer and Bob E. Smith was editor. The film was first broadcast Nov. 1, 1962.

The "Laramie" advertisement was a finalist in the category "8-10 Second ID's." It featured two "talking" cowboy hats being pierced by arrows as they "discussed" the action in the "Laramie" series. It was produced for NBC by McCann-Erickson, NBC's agency, under the supervision of the NBC Advertising Department. It was first broadcast in September, 1962.

Production of each film was under the over-all supervision of Gerald Rowe, Manager, Audience Advertising and Air Promotion. Lawrence K. Grossman is Director, Advertising Department, NBC.

-----O-----

NBC TELEVISION NETWORK NEWS

June 13, 1963

'OPENING NIGHT'--CANDID STUDY OF A STAGE PLAY IN REHEARSAL

- - -

Creative Projects Production Focuses on a Drama

In New York for 'Du Pont Show of the Week'

An intimate, candid study of the actual experience of preparing a play for the stage will be presented in "Opening Night" on NBC-TV's "Du Pont Show of the Week" Sunday, June 30 (10-11 p.m. EDT).

This behind-the-scenes portrait will concentrate on the aspirations, talents and efforts of director and cast that culminate in the exciting moment when a new play comes to life before an opening night audience.

A presentation of Creative Projects, NBC News, "Opening Night" is being produced, written and directed by Al Wasserman, producer of many documentaries in the award-winning "NBC White Paper" series. Irving Gitlin is executive producer.

The play selected for intensive examination was "The Dragon," a story of tyranny in the guise of a fairy tale, which was produced this season at the Phoenix Theatre in New York City. It was the first off-Broadway play directed by Joseph Anthony, who is one of Broadway's top directors.

"A theatre audience sees only the illusion created on the stage," Wasserman said. "We are attempting to show the reality behind the illusion -- the many dimensions and aspects of a play, of which the theatregoer is not aware. For the first time, television cameras have been allowed to be present at closed rehearsals and record the process by which a director and his cast transform an author's script into a living experience."

(more)

Filmed over a four-week rehearsal period, the program shows Anthony creating stage action on the tape-marked floor of a bare rehearsal hall, working with the actors toward an understanding of the meaning and interpretation of their roles, and fusing the acting with the other elements of a production -- scenery, lighting, costumes, properties, music, sound effects and special effects.

The telecast will be narrated by two of the people who were deeply involved in the play's development -- Anthony and Louise Sorel, who is playing her first leading role.

"Opening Night" points out what "The Dragon" means personally to some of the participants. To attractive 23-year-old Louise Sorel, the play may be the threshold to stardom. It offers the same opportunity for Joe Ponazecki, who plays the male lead. For seasoned performers like Leslie Barrett, C. K. Alexander and Dolph Sweet, the play gives them challenging roles quite different from any they have played before.

"Opening Night" includes Anthony's parting speech to the cast and his own observations on the importance of a play, regardless of its success or failure. After scenes of busy preparations backstage, the telecast reaches its climax with the exciting first night performance.

-----O-----

NBC-New York, 6/13/63

NBC TELEVISION NETWORK NEWS

June 13, 1963

NBC NEWS' REUVEN FRANK, PRODUCER OF "THE TUNNEL," WINS

OHIO STATE "FIRST PERSON" AWARD; NBC-TV FIRST AWARDS

GO TO "EXPLORING" AND BELL SERIES' "ABOUT TIME"

"He Is Risen" Honored; NBC-TV Affiliates Receive Local Station Awards

Reuven Rank, producer of "The Tunnel," the NBC News television documentary on an underground escape from East Berlin, has won the Ohio State "First Person" Award, given by the Institute for Education by Radio-Television of Ohio State University.

First awards to NBC-TV programs went to "Exploring" and to "About Time" in the "Bell System Science Series" as outstanding programs for children and youth. "He Is Risen" in the "Project 20" series received a special commendation.

The "First Person" Award went to Frank "in recognition of outstanding personal achievement, and for his contribution to broadcast communications and public understanding through sensitive perception, bold design and daring execution." Frank will address the 33rd Institute for Education by Radio-TV tonight (June 13) in Columbus, Ohio. He will show "The Tunnel" and explain how it was made.

"Exploring," an NBC News presentation, won in the Fine Arts and Humanities category. Its citation reads: "The 'Exploring' series could compete successfully in several categories, but in the Fine Arts and Humanities, this particular program is outstanding. Skillful selection of host, subject matter and visual materials are thoughtfully combined in a presentation paced so that the program is both fascinating and instructional for young people."

(more)

"About Time" received its award in the Natural and Physical Sciences category. The citation notes: "This program floods the young viewer with important information in an interesting and attractive way. Encyclopedic in its approach to a complex subject, the program makes more meaningful further learning at home and in school."

"He Is Risen" was among programs commended for having made "a significant contribution to the advancement of the broadcasting arts."

Station WNBQ, the NBC-owned television station in Chicago, won a local station award in the Fine Arts and Humanities category for "One Palace, F.O.B. Chicago" in the "Dateline: Chicago" series.

Special commendations in the Public Affairs and Community Problems category went to two other NBC-owned stations -- WNBC-TV, New York, for "The Drinking Age," and WRCV-TV, Philadelphia, for "The Brain-Damaged Child."

NBC television affiliates also shared in the awards to local stations.

KYW-TV, Cleveland, O., won in the Social Sciences category (for children and youth) for "Barnaby at Plimouth."

KOGO-TV, San Diego, won in the Natural and Physical Sciences category for "Man in Space."

WDSU-TV, New Orleans, received a special commendation in the Social Sciences category for "The Assassination and the Aftermath" in "The Huey Long Story" series.

KING-TV, Seattle, received a special commendation in the Public Affairs and Community Problems category for "Suspect."

-----O-----

NBC-New York, 6/13/63

"TONIGHT'S" JOHNNY CARSON AND ED McMAHON IN

4TH OF JULY OBSERVANCES IN PHILADELPHIA

On the Fourth of July, Johnny Carson will read excerpts from the Declaration of Independence at Independence Hall in Philadelphia. The NBC-TV star will participate in the ceremonies at the site of the Liberty Bell where Vice President Lyndon B. Johnson will deliver the major address.

Prior to the official ceremonies which begin at 11 a.m., Ed McMahon, prominent Philadelphian and announcer of "The Tonight Show Starring Johnny Carson" color broadcasts, will narrate a historical pageant commemorating the signing of the Declaration.

JONATHAN HARRIS SIGNED FOR 'BILL DANA SHOW'

Jonathan Harris, veteran Broadway, movie and TV actor and co-star with Michael Rennie in the television version of "The Third Man," has been cast by producer Howard Leeds in the continuing role of the hotel manager in NBC-TV's forthcoming "The Bill Dana Show."

As previously announced, another regular, in addition to Dana, is Gary Crosby. Production of the comedy series will start July 17 at Desilu-Cahuenga Studios, Hollywood. It will be telecast Sundays (7-7:30 p.m. EDT) in the 1963-64 season.

-----O-----

NBC-New York, 6/13/63

CAST AND CREDITS FOR 'A DOZEN DEADLY ROSES,'
ORIGINAL COLOR DRAMA ON 'DU PONT SHOW OF THE WEEK'

Title: "A Dozen Deadly Roses" on "Du Pont Show of
the Week"

Date and Time: NBC-TV color broadcast Sunday, June 23
(10-11 p.m. EDT)

Starring: Lauren Bacall

Co-Stars: Walter Matthau and Robert Alda

Produced by Lewis Freedman

Original teleplay by Leonard Kantor

Directed by Robert Allen

Featured Players: Vincent Gardenia, Addison Powell, Gubi
Mann, Bruce Kimes and Bjorn Koefoed

Unit manager: Budd Wilds

Associate producer: Jim Ambandos

Story editor: Ed Rice

Production associate: Wendy Sanford

Casting director: Rick Kelly

Set designer: Robert Wightman

Costumes by John Boxer

Technical director: O. Tamburri

Makeup by Bob O'Bradovich

Stage managers: Sam Kirshman and Fred Lights

* * *

Origination: NBC Color Studios, Brooklyn, N. Y., on color
tape

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press
Representatives: Charlie Gregg, New York, and Bill Kiley,
Burbank.

* * *
(more)

THE CAST

Lorraine Boswell.....Lauren Bacall
Martin Pitt.....Walter Matthau
Ben Caulder.....Robert Alda
Samson.....Vincent Gardenia
Mr. Oates.....Addison Powell
Commentator.....Gubi Mann
Judge.....Bruce Kimes
Harry.....Bjorn Koefoed

* * *

THE STORY

Lorraine Boswell (Lauren Bacall) is a mysterious beauty who, as the teleplay opens, is acquitted of having murdered her wealthy husband -- thanks to the testimony of a total stranger, Martin Pitt (Walter Matthau). Mrs. Boswell and Pitt are subsequently married. When art dealer Ben Caulder (Robert Alda), tries to buy the late Mr. Boswell's collection of autographs and manuscripts, the "newlyweds" begin to suspect each other of murder, both past and planned. They decide to resolve the problem by participating in a game of Russian roulette with champagne cocktails...spiced with arsenic.

-----O-----

NBC-New York, 6/13/63

MONITOR

THE NBC WEEK-END RADIO SERVICE

NBC RADIO'S "MONITOR" REACHES ITS EIGHTH BIRTHDAY

FOR RELEASE MONDAY A.M., JUNE 17

The year: 1955. The month: June. The day: Sunday. One minute to 3 p.m. NYT found Dave Garroway nervously pacing Radio Central in the RCA Building. At 3 p.m., over the NBC Radio Network, Garroway greeted millions throughout the country: "Welcome. You are on the Monitor Beacon."

With NBC-TV covering the first hour of this momentous event in radio, "Monitor" thus became the first and only network radio week-end program service. The following Friday, "Monitor" began its continuous weekend broadcasting schedule. This month, eight years later, "Monitor," now heard Saturdays and Sundays in five three-hour blocks, celebrates its eighth birthday.

"Weekends are different -- so is Monitor." This "Monitor" slogan indicates to listeners that soon they may hear an interview with a belly dancer attending college for a degree in home economics, or a major news scoop, or an interview with Elizabeth Taylor, Rock Hudson and Frank Sinatra -- all of whom have been heard on the "Monitor Beacon." It can be anything because "Monitor" has been described as having everything of news, feature and informative value.

During its eight-year history, in which "Monitor" has furnished more than 10,000 hours of service and 55,000 remote broadcasts from all over the world to 28,000,000 listeners weekly, the most respected names in news and announcing have served as "Monitor" hosts. Hugh Downs, John Cameron Swayze, David Brinkley, Ben Grauer,

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

(more)

2 - 'Monitor' Birthday

Mel Allen, Bert Parks, Frank Blair, Betty Furness, Frank Gallop and Anne Seymour (to name a few, in addition to Garroway), have welcomed listeners to "Monitor." Today, David Wayne, Gene Rayburn, Jim Lowe, Ted Steele and Frank McGee share the hosting honors.

There have always been laughs aplenty on "Monitor Comedy Time." Some of the weekly mirth-makers over the years have been Bob Hope, Jerry Lewis, Ernie Kovacs, Henry Morgan, Bob and Ray, Fibber McGee and Molly, Phil Foster and Ed Gardner (of "Duffy's Tavern"). Today, those helping the on-the-move and picnicking citizenry of America to "laugh it up" are Mike Nichols and Elaine May, Jonathan Winters, Selma Diamond, Al Kelly and Ethel and Albert.

There's music in the air on "Monitor." Only the best in popular music is heard during each segment of "Monitor." Beginning this month, songbird Gogi Grant will be heard on Saturday and Sunday in two five-minute segments in which Gogi, backed by a live orchestra, "swings with the best of 'em."

"Monitor" has always been "people talking to people." Great names in the arts and sciences, humanities and politics, have been guests on the 'Monitor Beacon.'

Sports and service are still two of the mainstays of "Monitor." The "Voice of Monitor Sports," Mel Allen, is assisted in coverage and play-by-play of sporting events by Joe Garagiola, Curt Gowdy, Lindsey Nelson and Len Dillon. "National Alert" and "Justice" are just two of the award-winning public service series heard weekly that are designed to inform Americans of the workings of their government.

(more)

3 - 'Monitor' Birthday

Among those wishing a happy birthday to "Monitor," are seven people who have been associated with the program from its beginnings in June 1955. They are Gordon Frazer, Parker Gibbs and Fred Way, producers; Fitzgerald Smith and Constance Petrash, feature editors; Rocco Tito, Commercial Manager; and Priscilla Blackstone, operations supervisor.

-----O-----

NBC-New York, 6/14/63

NBC TELEVISION NETWORK NEWS

NBC NEWS TO COVER PRESIDENT'S EUROPEAN TRIP WITH 12 TELECASTS

Same-Day Reports Will Be Transmitted via Relay and Telstar;

Full-Hour Color Special to Evaluate Results of Mission

FOR RELEASE MONDAY A.M., JUNE 17

NBC News will cover President Kennedy's trip to Europe in 12 NBC-TV programs totaling five hours and 20 minutes. They will include one program each day of the President's journey and a full-hour color special evaluating the results of his mission.

William R. McAndrew, Executive Vice President in charge of NBC News, said that each program would show events of the President's full day in Europe that same evening. He said that this same-day coverage would be made possible by using 20 passes of the Relay and Telstar communications satellites, lines of the Eurovision network, and the exclusive NBC-BBC cable film system.

The NBC News team covering the trip will include 50 correspondents, cameramen and technicians using five mobile tape units. In addition, NBC News has made special arrangements with the national television systems in West Germany, Ireland, Great Britain and Italy for use of their equipment and access to their coverage.

The NBC News coverage, which will be produced on the scene in Europe, will start with a half-hour program June 23, when President Kennedy arrives in West Germany on the first stop of his trip. The coverage will include six half-hour programs, four 15 minute programs, one 20-minute program and will conclude with a full-hour color special on July 5.

(more)

The programs will show President Kennedy being greeted in West Germany by Chancellor Konrad Adenauer, attending Mass at Cologne's famous cathedral, reviewing U. S. troops in Hanau, delivering a major address in St. Paul's church in Frankfurt and touring the Berlin Wall.

The coverage also will show the President visiting his ancestral village of New Ross, Ireland, and making the first televised address before the Irish Parliament in Dublin. He will also be seen in Great Britain, where he will visit Prime Minister Harold Macmillan, and in Rome, where he will meet the newly-chosen Pope, if he has been named.

Correspondents assigned to the NBC-TV coverage include White House correspondents Ray Scherer and Sander Vanocur, who will travel with the Presidential party, and John Chancellor, recently named to head the new NBC News bureau in Brussels. Others will include European correspondents Joseph C. Harsch (London), Kenneth Bernstein (London), Bernard Frizell (Paris), Welles Hangen (Bonn) and Irving R. Levine (Rome).

Two of the programs will be presented as special editions of a new series, "Ray Scherer's Sunday Report," which starts June 23 (6:30-7 p.m. EDT). They will feature Scherer as anchorman and will be produced by Robert Asman. The other 10 programs will feature correspondent Frank McGee as anchorman and will be produced by Chet Hagan.

The 12 programs are as follows:

Sunday, June 23, 6:30-7 p.m. EDT (a special edition of the first program in "Ray Scherer's Sunday Report" series): Coverage of the President's arrival in Bonn, where he will be greeted by Chancellor Adenauer; Mass at Cologne's cathedral; a motorcade to Bad Godesberg, a suburb of Bonn, where the President will spend the night; a reception at the Schaumburg Palace.

(more)

3 - President's European Trip

Monday, June 24, 10-10:30 p.m. EDT (pre-empting "David Brinkley's Journal"): first formal meetings with Adenauer at the Schaumburg Palace and coverage of a news conference to be held by Secretary of State Dean Rusk, who will be traveling with the President.

Tuesday, June 25, 10:30-11 p.m. EDT (pre-empting "Chet Huntley Reporting"): Coverage of the President reviewing troops at the American base at Hanau; public reception and a major speech by the President at St. Paul's Church in Frankfort, birthplace of modern Germany.

Wednesday, June 26, 11:15-11:30 p.m. EDT: Coverage of the President reviewing a U. S. Air Force fly-over at Wiesbaden; full, day-long coverage of the President's visit to Berlin, including a greeting by Mayor Willy Brandt, a tour of the Berlin Wall and an address before the Free Berlin University.

Thursday, June 27, 11:15-11:30 p.m. EDT: Coverage of the President's visits and speeches in New Ross and Dunganstown in Ireland, the towns of his forebears.

Friday, June 28, 11:15-11:30 p.m. EDT: Coverage of the President's address before the Dail (Irish Parliament), marking the first time television coverage of this legislative body has been permitted.

Saturday, June 29, 10:40-11 p.m. EDT: Coverage of the President's visits to Cork and Galway in Ireland; his departure for England.

Sunday, June 30, 6:30-7 p.m. EDT (second special report on "Ray Scherer's Sunday Report"): Coverage in England -- where the President will spend 24 hours with Macmillan at the Prime Minister's summer estate, Birch Grove -- and departure for Rome.

(more)

4 - President's European Trip

Monday, July 1, 10-10:30 p.m. EDT (pre-empting "David Brinkley's Journal"): Coverage of the President's first day in Rome, where he will meet President Antonio Segni and participate in wreath-laying ceremonies at Italy's "tomb of the unknown soldier." Dinner at the Quirinale Palace.

Tuesday, July 2, 10:30-11 p.m. EDT (delaying the start of the first program in the new "Report From" series): Coverage of the President's visit with the Pope, if he has been named; a visit to Naples and a major address at the NATO Mediterranean headquarters; departure for New York.

Wednesday, July 3, 11:15-11:30 p.m. EDT: Coverage of the President's return to the United States and reports on reaction to his mission.

Friday, July 5, 7:30-8:30 p.m. EDT: a full-hour color special reviewing his trip and evaluating its results.

-----O-----

NBC-New York, 6/14/63

NBC TELEVISION NETWORK NEWS

June 14, 1963

NBC NEWS TO PRESENT HALF-HOUR TELEVISION SPECIAL ON U.S. SUPREME COURT'S DECISION REGARDING PRAYER AND BIBLE READING IN PUBLIC SCHOOLS

NBC News will present a special half-hour TV program on the United States Supreme Court's decision dealing with prayer and Bible reading in public schools.

The court is expected to hand down its decision Monday, June 17, the final day in this court session, in which case the program will be carried that night at 10 EDT on NBC-TV. If the court postpones a ruling until a later session, the program will also be postponed.

The court's ruling involves two cases. The suit dealing with Bible reading was brought by Mrs. Madalyn Murray, and her son, William J. Murray III, against the Board of School Commissioners of Baltimore. The school board has made mandatory the reading of a chapter of the Bible and/or the Lord's Prayer in class each day.

The second suit involves the family of Edward L. Schempp and the Abington Township School District in Pennsylvania. Pennsylvania state law requires the reading of Biblical passages in public schools, and the Schempps contested the act. A state court upheld the Schempps and the Abington District appealed to the U. S. Supreme Court.

Frank McGee will narrate the program which will be produced by Chet Hagan.

-----O-----

NBC COLOR TELEVISION NEWS



June 14, 1963

CHANGES FOR NBC-TV NETWORK JUNE COLOR BROADCAST SCHEDULE

Monday, June 24

10-10:30 p.m. Kill: "David Brinkley's Journal."

Wednesday through Friday, June 26-28

11:15-11:30 p.m. Kill: First 15 minutes of "The
Tonight Show Starring Johnny
Carson." Program will be
broadcast from 11:30 p.m. to
1 a.m. on these dates.

* * *

CHANGES FOR NBC-TV NETWORK JULY COLOR BROADCAST SCHEDULE

Monday, July 1

10-10:30 p.m. Kill: "David Brinkley's Journal."

Friday, July 5

7:30-8:30 p.m. -- Add: Summary in color of President
Kennedy's European trip.

CREDITS FOR NBC-TV COVERAGE OF FINAL HOLES
OF NATIONAL OPEN GOLF CHAMPIONSHIP

Date and time: NBC-TV Saturday, June 22 (4:30 to 6 p.m. EDT).

Program Summary: Action at the final four holes of the 63rd annual National Open Golf Championship at The Country Club in Brookline, Mass. Ten TV cameras will be used for the coverage. This is the 10th consecutive year that NBC-TV is televising the windup of the Open, golf's number one classic.

Facts on Course: The Country Club, scene of the National Open 50 years ago, measures 6,870 yards with a par of 71. Holes being televised are:

No. 15 -- 420 yards, par 4
No. 16 -- 175 yards, par 3
No. 17 -- 365 yards, par 4
No. 18 -- 385 yards, par 4.

Commentators: Bud Palmer at 18th hole, Chick Hearn at 17th hole, Jim McArthur at 16th hole, Jim Simpson at 15th hole.

Producer: Perry Smith.

Directors: Harry Coyle and Ted Nathanson.

Technical Directors: Bill Patterson and Truman Craine.

Unit Manager: Roy Hammerman.

Sponsors (and Agencies): Goodyear Tire & Rubber Company (Young & Rubicam) and Wilson Sporting Goods Company (Campbell-Mithun Inc.).

NBC Press Representative: Bob Goldwater, New York.

* * *
(more)

AT THE FINISH

Jack Nicklaus trying for a second straight National Open Championship, Arnold Palmer seeking his second Open crown, Sam Snead still trying to win the only major title to elude him during a great golfing career -- these are a few of the possible windups that could mark the action at the four final holes of the 1963 National Open at The Country Club in Brookline, Mass., to be covered by NBC-TV Saturday, June 22:

Here is a description of the finishing holes to be covered in the NBC-TV golf telecast:

No. 15 -- 420 yards, par 4. This straightaway hole has a paved road bisecting the fairway about 300 yards from the tee. The narrow green slopes from back to front, and traps lie on both sides.

No. 16 -- 175 yards, par 3. This is the shortest hole on the course. A large bunker slashes across the right front of the green, which is sharply contoured.

No. 17 -- 365 yards, par 4. This hole doglegs to the left around a pair of bunkers about 250 yards from the tee. A large elm tree guards the right side of the green, which has severe undulations. This is a good birdie hole -- but some hitters tempted to drive across the traps at the corner of the dogleg will catch the traps and a bogey.

No. 18 -- 385 yards, par 4. This straightaway hole has a dirt track used for horse races before 1930 crossing in front of the tee and green. The fairway is narrowed by high rough on both sides, and approach shots from the right may become tangled in the large sagging elm tree guarding that side of the elevated green. A large trap guards the front of the green.

-----O-----

June 17, 1963

BROWN & WILLIAMSON BUYS HALF-SPONSORSHIP IN 'REDIGO'

Brown & Williamson Tobacco Company has purchased one-half sponsorship of "Redigo," a new half-hour filmed dramatic series set in the contemporary American West, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Richard Egan stars in the title role of "Redigo," which is based on the central character of the current "Empire" series on NBC-TV. "Redigo" will start Tuesday, Sept. 24 (8:30 p.m. EDT). The series will be produced in Hollywood by Screen Gems in association with the NBC-TV Network.

The Brown & Williamson order was placed through Post, Keyes & Gardiner.

-----O-----

June 17, 1963

CHRYSLER AND GILLETTE TO CO-SPONSOR NBC'S COVERAGE OF 34TH
ALL-STAR BASEBALL GAME ON TV (IN COLOR) AND RADIO

Baseball's 34th All-Star Game, to be played at Cleveland Stadium Tuesday, July 9, will be carried by the NBC Television and Radio Networks, with the TV coverage in color. Air times on both TV and radio will be 12:45 p.m. EDT -- 15 minutes before game time.

NBC's dual coverage will be co-sponsored by Chrysler Corporation, through Young & Rubicam, and Gillette Safety Razor Company, through Maxon Inc.

For the first time since 1958, only one All-Star Game is scheduled this year. NBC has televised every All-Star classic since 1950, including the two games in 1959, 1960, 1961 and 1962. Both games were televised in color last year, and the second games were in color in 1960 and 1961.

This will be the seventh consecutive year of All-Star coverage for NBC Radio, which also broadcast the first game in the series in 1933 in Chicago.

The American League holds a 17-15 edge, with one tie, in the 33-previous All-Star Games. In last year's two inter-league contests,

(more)

the National League won the first, 3-1, to come within a game of tying the series, and the American League took the second, 9-4, to regain a two-game advantage.

Ralph Houk of the world champion New York Yankees will manage the American League team this year, and Al Dark of the league champion San Francisco Giants will pilot the National Leaguers.

As in recent years, the starting lineups of both teams, except for pitchers, will be chosen by the votes of players, managers and coaches, voting for players in their own leagues other than teammates. The balance of the 25-man squads and the starting pitchers will be selected by the All-Star managers. Each of the 20 major league clubs must be represented on the All-Star teams by at least one player.

-----O-----

NBC-New York, 6/17/63

NBC TELEVISION NETWORK NEWS
June 17, 1963

NBC TELEVISION NETWORK RECEIVED MORE MAJOR AWARDS THAN
OTHER TWO NETWORKS COMBINED IN 1962-63 PROGRAM YEAR

As the curtain falls on another program year, the NBC Television Network, with its emphasis on a balanced schedule of news, information and entertainment programming, has received more major awards than the other two networks combined. Through June 1, NBC has received 90 major awards for programs televised during the 1962-63 season.

NBC's leadership in the important area of broadcast journalism was again evidenced by its virtual sweep of the honors awarded by critics, educators, audience polls, press associations and professional broadcasters for news and information programs.

Prominent among NBC News' programs garnering several awards was "The Tunnel," the 90-minute documentary which dramatically illustrated the escape of a group of East Germans to West Berlin. "The Tunnel" was named "Program of the Year" and "Best Documentary" by the Academy of Television Arts and Sciences, and "Documentary of the Year" in the Radio-TV Daily All American Award's Poll. It won the TV Guide Award as "Best Single News/Information Program," and the Overseas Press Club Award for best TV reporting. Reuven Frank, producer of "The Tunnel," won the Ohio State "First Person" Award given by the Institute for Education by Radio-Television of Ohio State University.

Other NBC News Programs receiving multiple awards were, "The River Nile," "David Brinkley's Journal," "The Huntley-Brinkley Report," "Exploring," "U. S. #1: American Profile" and "Meet the Press."

(more)

2 - Awards

NBC-TV's successful entertainment roster, providing a diverse schedule of programs for all elements of the television audience, accounted for a great number of leading awards and presentations. "Bonanza" won a TV Guide Award as the "Favorite Series of Any Length or Type," the American Legion Auxiliary Award, the Freedom Foundation Award, TV Today and Motion Picture Daily Award, and the Radio-TV Daily "All American Award." In the area of children's programming, "Walt Disney's Wonderful World of Color" won the Peabody Award, Radio-TV Daily Award, the TV Academy's Emmy, the TV Today Award, the TV Guide Award and the Alfred Sloan Award. The "Bell System Science Series" telecast, "About Time," won the Ohio State "First Person" Award.

In drama the "Du Pont Show of the Week" series earned the Peabody Award for continuing excellence in the production of original drama for television, and the "Hallmark Hall of Fame" series was again the recipient of numerous awards for its productions during the year.

NBC-TV's variety and comedy programming also won a host of key awards. "Hazel" and star Shirley Booth received Emmy Awards and the American Legion Auxiliary Award. Other NBC-TV stars singled out for variety programming's top honors were Bob Hope, Perry Como, Danny Kaye, Skitch Henderson and Dinah Shore.

-----o-----

NBC-New York, 6/17/63

NBC TELEVISION NETWORK NEWS

June 17, 1963

"RAY SCHERER'S SUNDAY REPORT," HALF-HOUR NBC NEWS WEEKLY SERIES, TO START JUNE 23; FIRST 2 PROGRAMS TO BE BASED ON PRESIDENT KENNEDY'S TRIP TO EUROPE

"Ray Scherer's Sunday Report," a half-hour weekly news program with NBC News White House correspondent Ray Scherer as host, will be telecast on the NBC-TV Network Sundays from 6:30-7 p.m. EDT, starting June 23.

The first two programs in the series will be devoted to President Kennedy's trip to Europe. Scherer, who will be traveling with the Presidential party, will report.

On June 23, "Ray Scherer's Sunday Report" will present television coverage of the President's arrival in West Germany, taped earlier that day, and transmitted to the United States via communications satellite. Television coverage will include Chancellor Adenauer greeting President Kennedy and highlights of the motorcade to Cologne and then to Bonn and the reception for the President in each city.

On June 30 Scherer will report from England where the President will meet with Prime Minister Macmillan before departing from Rome. Scherer also will discuss the significance of the trip to date. If the Presidential schedule permits, Kennedy's arrival in Rome Sunday evening will be seen via communications satellite.

(more)

On the following weeks, "Sunday Report" will deal with the major news story of the previous week, whether in the field of national or international affairs, politics, science or any other area. When events warrant, more than one subject may be reported on. Each program will include a summary of the late news.

The series also will present interviews with guests who have been involved in the week's featured news story, or who are experts in the area being discussed. NBC News correspondents in the United States and overseas also will participate in the program on occasion.

"Sunday Report" will be produced by Robert Asman. Except for the first two programs, it will originate live from Washington, D.C.

-----O-----

NBC-New York, 6/17/63

NBC-TV NETWORK PROGRAM

NBC NEWS PROVIDES EXCLUSIVE RUNNING ACCOUNT OF MACMILLAN'S
APPEARANCE BEFORE COMMONS IN SPECIAL REPORTS ON TV

NBC News today (June 17) provided an exclusive running account of Prime Minister Harold Macmillan's appearance before the House of Commons with special network television reports throughout the day. His appearance was prompted by the crisis created by the scandal involving John Profumo, former Secretary of State for War.

The NBC specials were voice reports by NBC News correspondents Kenneth Bernstein and Russ Jones, and provided a minute-by-minute relay of the House of Commons debate.

A special NBC News program examining the British crisis will be broadcast on NBC-TV Tuesday, June 18 (10:30-11 p.m. EDT). Frank McGee will be anchorman.

-----O-----

NBC-New York, 6/17/63

NBC-TV NETWORK PROGRAM

NBC-TV FIRST IN U. S. TO SHOW FILMS OF RUSSIA'S WOMAN COSMONAUT

First films of Russia's woman cosmonaut, Junior Lt.

Valentina V. Tereshkova, taken while she orbited the earth, were broadcast on the NBC-TV Network Sunday, June 16 only two hours after they were seen on Moscow television.

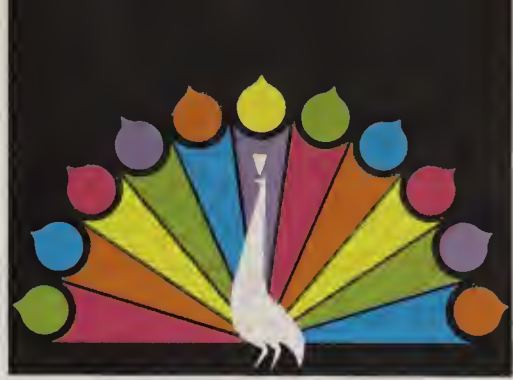
NBC News was ahead of other networks in acquiring the film through a trans-Atlantic slow-scan cable transmission from the British Broadcasting Corporation. The films, which showed the space-woman smiling and gesturing, were carried on the NBC-TV Network Sunday at 5 p.m. and 7 p.m. EDT, and were repeated again during WNBC-TV's "11th Hour News."

Films of Miss Tereshkova were relayed from Moscow to the Finnish TV network, thence to Eurovision and the BBC. The NBC-BBC cable film transmission arrangement dates back to 1959. The film is sent over the cable electronically at slow speed and reassembled on another film on the other side of the Atlantic.

-----O-----

NBC-New York, 6/17/63

NBC COLOR TELEVISION NEWS



June 17, 1963

CHANGES FOR NBC-TV NETWORK JULY COLOR BROADCAST SCHEDULE

Tuesday, July 9

12 noon-12:30 p.m. Reinstate: "Your First Impression."

12:45 p.m.-to conclusion Add: 34th All-Star Baseball Game.

3:30-4 p.m. Kill: "You Don't Say!" on this date
only.

NBC TRADE NEWS

PROMOTION MANAGERS OF NBC-TV AFFILIATES IN EAST TO CONVENE IN NEW YORK
JUNE 21 WITH EXECUTIVES OF NETWORK IN FIRST OF FOUR REGIONAL SEMINARS
1963-64 Advertising and Promotion to Be Outlined; Other Meetings Will Be
Held in New Orleans, Chicago and San Francisco

Promotion managers of NBC-TV's affiliated stations in the East will convene in New York Friday, June 21, with key NBC executives for the first in a series of four regional seminars at which NBC-TV's advertising and promotion plans for the 1963-64 season will be outlined. Subsequent meetings will be held in New Orleans on June 24; Chicago June 26, and San Francisco June 28.

At the New York session, held at the Hotel St. Moritz, Mort Werner, Vice President, Programs, Television Network, will preview the network's balanced entertainment program schedule, and Julian Goodman, Vice President, News, will discuss the expanded NBC-TV News schedule of specials and the new half-hour "Huntley-Brinkley Report."

Also participating in the New York meeting will be Louis Hausman, Vice President and General Executive, National Broadcasting Company, and Tom Knode, Vice President, Station Relations.

Stars invited to attend receptions to be held in connection with the meetings include:

NEW YORK: Art James, Robert Q. Lewis, Jack Paar, Johnny Carson and Gene Rayburn.

NEW ORLEANS: Mitch Miller, Bill Dana and Lorne Greene.

CHICAGO: Gary Clarke and Harry Morgan.

SAN FRANCISCO: Richard Boone.

(more)

NBC personnel participating in the regional meetings will be Syd Eiges, Vice President, Public Information; Al Rylander, Vice President, Promotion; Ellis Moore, Vice President, Press and Publicity; Larry Grossman, Director, Advertising; Gerald Rowe, Manager, Audience Advertising and Promotion; Ray Johnson, Manager, Station Promotion; John Scuoppo, Manager, Promotion; Casey Shawhan, Director, Press and Publicity, West Coast; Don Allen, Manager, Promotional Services, West Coast; and Ed Seigenfeld, Manager, Broadcast and Promotion, West Coast.

The following NBC station promotion managers have registered to attend:

NEW YORK: Fred Foerster, WBRE-TV, Wilkes Barre, Pa.; Edna Seaman, WFBC-TV, Greenville, S. C.; Don Peacock, WBAL-TV, Baltimore, Md.; Jim Knight, WTRF-TV, Wheeling, W. Va.; Al Brassard, WJAR-TV, Providence, R. I.; Bob Bray, WHNB-TV, Hartford, Conn.; Dick Paul, WAVY-TV, Norfolk, Va.; Reg Stagmaier, WRCB-TV, Chattanooga, Tenn.; George Sperry, WGR-TV, Buffalo, N. Y.; Paul Woodland, WGAL-TV, Lancaster, Pa.; Neil Kuvin, WXEX-TV, Richmond, Va.; Fred Weber, WBOY-TV, Clarksburg, W. Va.; Frank Doherty, WWLP, Springfield, Mass.; Dottie Sanders, WLW-D, Dayton, Ohio; Joe Ryan, WBZ-TV, Boston, Mass.; Joe Cella, WLW-T, Cincinnati, Ohio; Jay Smolin and Steve Kirschenbaum; WNBC-TV, New York City; Hal Wilson, WITN, Washington, N. C.; Jack Dorr and Tom Straszewski, WRCV, Philadelphia, Pa.; Jean Greenwood, WKTV, Utica, N. Y.; Jack Williams, WSAZ, Huntington, W. Va.; Herb Hirsch, WCKT, Miami, Fla.; Art Garland, WRGB, Schenectady, N. Y.; and Jim Rutherford, WTVD, Durham, N. C.

NEW ORLEANS (Sheraton Charles Hotel): Caley Augustine, WIIC, Pittsburgh, Pa.; Charlie Larkins, WOAI-TV, San Antonio, Tex.; Don Whiteley, KTAL-TV, Shreveport, La.; Andy Amyx, WFGA-TV, Jacksonville, Fla.; Charlie Cash, WSB-TV, Atlanta, Ga.; Doug Dupperault, WFLA-TV,

(more)

3 - Seminars

Tampa, Fla.; Phil Wygant, WBAP-TV, Ft. Worth, Tex.; Ed Wooten and Bill Murphree, KALB-TV, Alexandria, La., Bob Welch and Aubrey Moore, WBRZ, Baton Rouge, La.; Ann Fellows, KVOO-TV, Tulsa, Okla.; Jack Bugbee, WMCT, Memphis, Tenn.; Don Barton, WIS-TV, Columbia, S. C.; Don Fischer, WCKT, Miami, Fla.; Jim Lynagh, KTAL-TV, Shreveport, La.; Shirley Kennedy, KARK-TV, Little Rock, Ark.; Barbara Walcher, KGNC-TV, Amarillo, Tex.

CHICAGO (Drake Hotel): Barry Stover, KARD-TV, Wichita, Kans.; Jim Phillips, KING-TV, Seattle, Wash.; Fred Mueller, KSD-TV, St. Louis, Mo.; K. C. Strange, WFBM-TV, Indianapolis, Ind.; Glenn Kyker, WWJ-TV, Detroit, Mich.; Bill Davey, KSTP-TV, Minneapolis, Minn.; Galen Lillethorup, KMTV, Omaha, Neb.; Dennis Cobb, WILX-TV, Lansing, Mich.; Jud Woods, WDAF-TV, Kansas City, Kan.; Gordon Gerhardt, KVOO-TV; Tulsa, Okla.; Dick Upp and Dorothy Boyd, WOC-TV, Davenport, Iowa; Bob Meyer and Joe Bonansinga, WGEM-TV, Quincy, Ill.; Roger Micheln, KWWL-TV, Waterloo, Iowa; Bill Adams, WEEK-TV, Peoria, Ill.; Jim Gerity, Gerity Broadcasting Company; Clark Grant, WOOD-TV, Grand Rapids, Mich.; Gene Godt, KYW-TV, Cleveland, Ohio; Wanda Montz, WMTV, Madison, Wis.

SAN FRANCISCO (Jack Tarr Hotel): Jim Nolan and Bob Horn, KIMA-TV, Yakima, Wash.; Nancy Chappell, KTAR-TV, Phoenix, Ariz.; Keith Nicholson, KOGO-TV, San Diego, Calif.; Bob Kennedy, KNBC-TV, Los Angeles, Calif.; Dick Robertson, KRON-TV, San Francisco, Calif.; Roger Courtney, KCRA-TV, Sacramento, Calif.; Dick Wright, KGW-TV, Portland, Ore.; Steve Fox, KOA-TV, Denver, Colo.; Ed Ryan, KEY-TV, Santa Barbara, Calif.; Larry Mobley, KMJ-TV, Fresno, Calif.; Jon Caudle, WSOC-TV, Charlotte, N. C.; Hilliard Gates and Cal Mahlock, WKJG-TV, Fort Wayne, Ind.; Howard See, KRON-TV, San Francisco, Calif.; Jay Grill, KOGO-TV, San Diego, Calif.

-----o-----

NBC-New York, 6/18/63

NBC TELEVISION NETWORK NEWS

June 18, 1963

'CONCLAVE OF CARDINALS'

NBC News Full-Hour Special to Examine Process of Electing Pope

"Conclave of Cardinals," a full-hour special NBC News program examining the process of electing a Pope, will be presented on the NBC-TV Network Thursday, June 20 (7:30-8:30 p.m. EDT).

The program will be broadcast on the evening of the second day of the conclave and the first day of voting to elect a successor to the late Pope John XXIII.

The special will feature Frank McGee as anchorman and will be produced by Chet Hagan. The NBC News team on the scene includes correspondents Merrill Mueller and Irving R. Levine.

(The program will preempt "Wide Country.")

-----O-----

NBC-TV ONLY TV NETWORK TO CARRY RUNNING ACCOUNT OF EVENTS
IN HOUSE OF COMMONS SECURITY DEBATE ON PROFUMO SCANDAL
- - -
NBC Radio Reported Debate in Bulletins and Regular Programs

NBC-TV was the only television network yesterday (June 17) to carry a running account of developments in the House of Commons debate over government security, created by the scandal involving John Profumo, former British Secretary of State for War.

"British Government Crisis," a special NBC News program examining the developments, will be presented on NBC-TV tonight (Tuesday, June 18, 10:30-11 p.m. EDT). Chet Huntley will be anchorman. (This program will preempt "Chet Huntley Reporting.")

Voice reports from London by NBC News correspondents Joseph C. Harsch, Kenneth Bernstein and Russell Jones throughout yesterday kept television viewers informed of Prime Minister Macmillan's appearance before the House of Commons, the debate on the House floor and the vote of 321 to 252 in support of the government's handling of the security aspects of the scandal.

NBC-TV also interrupted programming at 4:49 p.m. EDT for a two-minute report from Bernstein via the Telstar communications satellite. Films showed crowds outside Parliament and Macmillan leaving his home for the House of Commons session.

The first network bulletin, an audio report by Bernstein announcing that the debate had begun, was presented at 10:24 a.m. EDT. Subsequent bulletins were carried at 10:58 a.m., 11:35 a.m., 11:53 a.m., 12:33 p.m., 1:02 p.m., 3:32 p.m. and 5:17 p.m. (all times EDT). In addition, the story was updated in regular daily NBC News programs at 10:25 a.m., 12:55 p.m., 2:25 p.m. and 4:25 p.m. EDT.

Reports on the debate also were carried in bulletins and regular NBC News programs on the NBC Radio Network throughout the day.

TEN DIRECTORS SIGNED FOR 'ELEVENTH HOUR'

EPISODES IN 1963-64 SEASON

Ten directors have been signed for episodes of NBC-TV's "The Eleventh Hour" during the series' 1963-64 season, which starts Wednesday, Oct. 2 (10-11 p.m. EDT).

They are Alan Crosland, John Newland, Don Medford, Robert Gist, Alan Reisner, Ralph Senensky, James Goldstone, Richard Donner, Alan Buckhantz and Leonard Horn. Irving Elman is producer.

NBC-New York, 6/18/63

NBC TRADE NEWS

June 19, 1963

F. E. COMPTON & CO., FOR ENCYCLOPEDIA SALES, MAKES ITS FIRST USE
OF NETWORK TELEVISION, THROUGH PURCHASES ON NBC'S "TODAY"

F. E. Compton & Co., Chicago, for Compton's Pictured Encyclopedia, in its first use of network television, has purchased sponsorship in NBC-TV's "Today" show, it was announced jointly today by William F. Storke, Director, Participating Program Sales, NBC Television Network, and Daniel W. Foster, Director of Advertising, F. E. Compton & Co.

Compton's annual schedule begins June 20 and will advertise the new 1963 edition of Compton's Pictured Encyclopedia.

Mr. Storke said: "'Today' is most pleased to be selected by Compton's for their network television premiere. The program format and audience appeal of 'Today' are ideally suited to the educational campaign Compton Encyclopedia is undertaking."

"Another reason we selected 'Today' is the opportunity to have the program's knowledgeable host, Hugh Downs, as Compton's first television spokesman," Mr. Foster said.

In support of their sponsorship, Compton plans to merchandise their buy via life-size displays of Hugh Downs pictured with the 15-volume encyclopedia, and a recorded audio message by Downs for distribution to Compton sales representatives.

(more)

The theme of Compton's campaign is "Compton's Puts Him There." Filmed commercials feature the re-enactment of a historic event with the portrait of a youth superimposed in the background observing the action. The audio explains that Compton Encyclopedia brings to life significant events through its writing style and use of teaching pictures.

The Compton order was placed through Tatham-Laird Inc., Chicago.

-----O-----

NBC-New York, 6/19/63

June 19, 1963

NBC NEWS PLANS USING COMMUNICATIONS SATELLITES FOR SPEEDY
TRANSMISSION TO U. S. OF IMAGE OF THE NEWLY ELECTED POPE
- - -
Extensive Coverage of Election Set for NBC-TV and Radio Networks

Americans may have a "good chance" of seeing the new Pope faster than any previously elected Pontiff because of the communications satellites, according to William R. McAndrew, Executive Vice President in charge of NBC News.

If the new Pope is chosen during a late afternoon conclave that runs from noon to 3 p.m. NYT (starting Thursday, June 20), the Pontiff may be seen live on NBC-TV as a communications satellite will be in transmission position about 2:30 p.m. NYT for several days.

If the election comes at any other time and the new Pope makes his customary appearance on the central balcony of St. Peter's Basilica, Mr. McAndrew said the event will be taped and transmitted that day to the U. S. at the next available satellite pass for immediate showing on NBC-TV.

The 80 cardinals begin their conclave at the Vatican tomorrow (June 20). NBC News has a direct audio circuit to Vatican Square where correspondents Merrill Mueller and Irving R. Levine will broadcast live audio bulletins during the sessions. These bulletins will be inserted in programming on the NBC Television and Radio Networks throughout the conclave.

The cardinals will vote twice during each of two daily sessions. The first session will run from 5:30 to 8:30 a.m. NYT and audio bulletins will be carried on NBC-TV's "Today" show. The Pope traditionally makes

(more)

2 - Election of Pope

his appearance a half-hour after white smoke rises from a Vatican chimney indicating the cardinals have reached a decision.

As previously announced NBC News will also present an hour TV special Thursday, June 20 (7:30 p.m. EDT), titled "Conclave of Cardinals," that will examine the process of electing a Pope.

-----O-----

NBC-New York, 6/19/63

NBC TELEVISION NETWORK NEWS

June 19, 1963

SPORTS FEATURE ON 'TODAY' SHOW

Top Tennis Pros to Compete in Exhibition Matches

In NBC-TV's "Peacock Studio" (Formerly 8H)

NBC-TV's Peacock Studio (formerly 8H) in the RCA Building, New York, will be turned into a tennis court Tuesday, June 25, when professional tennis stars Earl Buchholz, Lew Hoad and Rod Laver compete in exhibition matches during the "Today" show (7-9 a.m. EDT).

Tennis champion Tony Trabert will referee the matches. Two of the players will compete in the first round, with the winner meeting the third player in the second round.

All four tennis stars will compete in the U. S. Professional Lawn Tennis Championships at Forest Hills, N. Y., June 27-30.

The "Today" program June 25 also will present a fashion show featuring new styles in women's sportswear for tennis players.

(NOTE: "Today" usually originates from the street-floor Florida Showcase Exhibit Center in the RCA Building.)

-----O-----

PAULINE FREDERICK TO ADDRESS ADVERTISING AND BAR GROUPS

NBC News' United Nations correspondent Pauline Frederick will be a guest speaker in Los Angeles and Minnesota next week. On June 24 she will address the Advertising Association of the West in Los Angeles, and June 26 she will speak before the Minnesota Bar Association in Duluth.

-----O-----

NBC-New York, 6/19/63

NBC TELEVISION NETWORK NEWS

June 19, 1963

ROBERT VAUGHN TO CO-STAR IN 'THE LIEUTENANT,' FULL-HOUR
NBC-TV SATURDAY NIGHT SERIES IN 1963-64 SEASON

Robert Vaughn will co-star in NBC-TV's "The Lieutenant" series in the role of Marine Corps Captain Ray Rambridge.

The full-hour drama series about the adventures of a young Marine Corps officer will be a Saturday night feature on NBC-TV (7:30-8:30 p.m. NYT) in the 1963-64 season. Gary Lockwood, as announced, stars in the title role as Lt. Bill Rice.

Vaughn, who won an Academy Award nomination for best supporting actor for "The Young Philadelphians," has had guest-starring roles during the past year on such television shows as "The Dick Powell Theatre," "The Eleventh Hour," "Bonanza" and "Empire."

"The Lieutenant" is now under production at MGM-TV studios in Culver City, Calif. The initial episode, "Tour of Duty," with Ricardo Montalban and Louis Nye as guest stars, was completed last week. Norman Felton is executive producer of the series, with Gene Roddenberry as producer.

-----O-----

NBC NEWS' ELIE ABEL TO ADDRESS CONSUMER CREDIT CONFERENCE

Elie Abel, NBC News' State Department Correspondent, will address the International Consumer Credit Conference in Kansas City, Mo., June 20. The subject of Abel's talk is "Fifteen Years of Cold War: A Checklist of Gains and Losses."

-----O-----

NBC-New York, 6/19/63

NBC COLOR TELEVISION NEWS



June 19, 1963

TWO TOP LEGION AUXILIARY AWARDS GO TO 'BONANZA'

For the first time in the 14-year history of the American Legion Auxiliary awards, a single program, NBC-TV's "Bonanza" color series, has won both of the organization's top honors.

Mrs. Richard Brown, president of the California Chapter, and Mrs. Peter C. Cann, California Radio-TV chairman, have presented both the Golden Mike Award and the Junior Jury Award to David Dortort, the show's producer.

The nation-wide poll is conducted by the organization through ballots printed in the Auxiliary magazine.

-----O-----

2-X-H NBC TELEVISION NETWORK NEWS

June 20, 1963

'REPORT FROM TOKYO' WILL OPEN NEW WEEKLY NBC NEWS TV SERIES
OF VISITS TO 11 LEADING CITIES IN WORLD; FIRST PROGRAM
WILL SHOW PREPARATIONS FOR OLYMPICS AND TEENAGERS

PREMIERE

"Report From Tokyo" will open the new NBC News weekly series of informal visits to 11 of the world's leading cities, beginning Tuesday, July 9 on NBC-TV (10:30-11 p.m. EDT).

The "Report From..." series, which replaces "Chet Huntley Reporting," will present closeups of contemporary life in each city, examining areas of activity that currently are of major interest to the people. NBC News correspondents will be on-the-scene reporters in these explorations.

Preparations for the 1964 Olympics -- the No. 1 news story in Tokyo today -- and a look at Japanese teen-agers are the subjects of "Report from Tokyo," featuring NBC News correspondent John Rich.

The program shows the giant stadium being built for the Olympic games, Japanese athletes training for swimming and track events, and efforts to teach the English language to those who will be dealing with foreign visitors. An English class for telephone operators is covered in one sequence, and in another two policemen at a police post near the stadium practice their English, with one policeman playing the role of a tourist.

(more)

The close look at Japanese youth shows them to be thoroughly Western in their dress and activities, many of them materialistic and nihilistic in their outlook on life. The teen-agers were filmed in their homes, on the University of Tokyo campus, at a dance hall, at a tea room where they were listening to jazz, boarding a train for a hiking trip in the country, at cafes and at a skating rink. The program includes an interview with one youth and comments by Rich drawn from talks with a great number of teen-agers.

"Report from Tokyo" was produced and directed by Fred Rheinsein. Daniel P. O'Connor is co-producer in New York of the "Report From..." series.

-----O-----

NBC-New York, 6/20/63

NBC TELEVISION NETWORK NEWS

June 20, 1963

IF NATIONAL OPEN ENDS IN TIE SATURDAY, NBC-TV
WILL COVER FINAL 4 HOLES OF PLAYOFF ON SUNDAY

If the National Open Golf Championship at The Country Club in Brookline, Mass., ends in a tie Saturday, June 22, NBC-TV will televise the play at the final four holes of the 18-hole playoff on Sunday, June 23, from 4:30 to 5:30 p.m. EDT.

First-round play in the Open got under way today (June 20), with the second round on June 21 and the third and fourth rounds on June 22. Last year's championship wound up in a tie after 72 holes and Jack Nicklaus won the Open title by defeating Arnold Palmer in the playoff, which was covered by NBC-TV.

NBC-TV's National Open coverage on Saturday, June 22, is scheduled from 4:30 to 6 p.m. EDT.

NBC NEWS SCORES A 'FIRST' VIA RELAY SATELLITE
SHOWING RESULT OF FIRST BALLOT FOR A NEW POPE

NBC News was first on the air -- at 12:04 p.m. EST today (June 20) -- with live transmission of television tape in Rome showing the negative result of the first ballot for the election of a Pope.

Exclusive pictures via the Relay communications satellite showed clearly the Rome pictures of black smoke issuing from the galvanized pipe atop the Sistine Chapel to indicate that the result of the first ballot was inconclusive. NBC News correspondent Merrill Mueller was the reporter from Rome.

The pictures, taped in Rome and carried on NBC-TV live from Relay, also showed scenes of the crowd gathered in St. Peter's Square.

NBC-New York, 6/20/63

NBC REVISES AND STRENGTHENS DIVERSIFIED SCHEDULE
OF CHILDREN'S SATURDAY SHOWS FOR 1963-64 SEASON

Sponsors Are Announced for New Line-up

FOR RELEASE MONDAY A.M., JUNE 24

NBC-TV has revised and strengthened its Saturday line-up of children's programming for the 1963-64 season, it was announced today by Robert F. Aaron, Director, Daytime Programs.

From 9:30 a.m. to 2 p.m. EDT, the solid block of diversified Saturday shows for the younger set will include "The Ruff 'n' Reddy Show" (9:30-10 a.m.); "The Hector Heathcote Show" (10 to 10:30 a.m.); "Fireball XL-5" (10:30-11 a.m.); "Dennis the Menace" (11-11:30 a.m.); "Fury" (11:30-12 noon); "Sergeant Preston of the Yukon" (12 noon to 12:30 p.m.); "The Bullwinkle Show" (12:30-1 p.m.); "Exploring" (1-2 p.m.).

"Our upcoming Saturday morning schedule has been planned with particular emphasis on balance," Mr. Aaron said. "Quality adventure, information, comedy and fantasy are blended to give the young viewers a healthy and entertaining television diet. The various production techniques combine live action, film, tape, animated cartoons and animated puppets." More than 50 per cent of these four and one-half hours will be telecast in color.

In the lead-off position, "The Ruff 'n' Reddy Show" (9:30-10 a.m.), created by Hanna-Barbera, enters its fifth year on the NBC-TV Network. The color cartoon series revolves around a cat named Ruff and a dog named Reddy. The program's host is Captain Bob, a spinner of yarns who instructs as well as charms his audience.

(more)

"The Hector Heathcote Show" (10-10:30 a.m.), a Terrytoons product, in color, presents for the first time on TV screens three new cartoon heroes: Hector Heathcote, who somehow manages to involve himself in every event in American history, regardless of time or place; Hashimoto, a good-natured Tokyo mouse whose judo expertise makes him a tough adversary; Sidney the Elephant, a gigantic, clumsy beast with a jolly disposition.

"Fireball XL-5" (10:30-11 a.m.), produced in the new "supermarionation" process by ITC, is a futuristic adventure series of a spaceship crew (animated puppets) commanded by Col. Steve Zodiac. Science fiction and realism are combined in this cruise of the galaxies that has become one of England's most popular television entertainments.

"Dennis the Menace" (11-11:30 a.m.), a television favorite based upon the famous comic strip, is a hilarious and heart-warming romp with the mischievous boy, his befuddled parents and his victimized neighbors.

"Fury" (11:30 a.m.-12 noon), the number-one program in its time period since its NBC-TV debut in 1955, continues to enthrall youngsters with wholesome adventures. Bobby Diamond stars as the lad with the fabulous black stallion on a ranch out West.

"Sergeant Preston of the Yukon" (12 noon-12:30 p.m.), another perennial favorite of boys and girls, filmed in Canada, unfolds the exploits of the heroic Royal Mountie and his faithful dog, Yukon King.

"The Bullwinkle Show" (12:30-1 p.m.) is a favorite with its zany color adventures of Bullwinkle J. Moose and his cartoon cronies, including Rocky Squirrel, Boris Badenov, Natasha Fatale and Snidely Whiplash. Regular segments are "Fractured Fairy Tales"

(more)

3 - Saturday Children's Shows

(narrated by Edward Everett Horton), "Aesop's Fables" and "Peabody's Improbable History."

"Exploring" (1-2 p.m.), a full hour in color of fun and information, is emceed by Dr. Albert R. Hibbs. Language, Music, Mathematics, Social Studies and Science are the areas of concentration and amusement in this unanimously acclaimed show for children.

SPONSORS OF NBC-TV SATURDAY MORNING SCHEDULE FOR 1963-64 SEASON

<u>PROGRAM</u>	<u>ADVERTISER</u>	<u>AGENCY</u>
"RUFF 'N REDDY"	Kenner Products Co. DeLuxe-Reading Co. Miles Labs Inc. Louis Marx & Co., Inc. General Foods Corp. (Cereal Div.)	Leonard M. Sive & Associates, Inc. The Zlowe Company Inc. Wade Advertising Inc. Ted Bates & Co. Inc. Benton & Bowles Inc.
"THE HECTOR HEATHCOTE SHOW"	Kenner Products Co. DeLuxe Reading Co. General Foods Corp. (Cereal Div.) Louis Marx & Co. Inc.	Leonard M. Sive & Associates, Inc. The Zlowe Company Inc. Benton & Bowles Inc. Ted Bates & Co. Inc.
"FIREBALL XL-5"	General Mills Inc. The Borden Company Mattel Inc.	Dancer-Fitzgerald-Sample Inc. Young & Rubicam Inc. Carson-Roberts Inc.
"DENNIS THE MENACE"	General Foods Corp. (Kool-Aid Div.) Mattel Inc. Heublin Inc. (Maypo)	Foote, Cone & Belding Carson-Roberts, Inc. Fletcher Richards, Calkins & Holden, Inc.
"FURY"	Ohio Art Company Mattel Inc. General Foods Corp. (Kool-Aid Div.) General Foods Corp. (Cereal Div.)	Anne Stahl Advertising Carson-Roberts, Inc. Foote, Cone & Belding Benton & Bowles
"SERGEANT PRESTON OF THE YUKON"	Heublin, Inc. (Maypo) Mattel Inc.	Fletcher Richards, Calkins & Holden Carson-Roberts, Inc.
"THE BULLWINKLE SHOW"	Emenee Corp. General Mills Inc. Old London Foods Inc.	Abco Advertising, Inc. Dancer-Fitzgerald-Sample Inc. Mogul, Williams & Saylor Inc.
"EXPLORING"	The Upjohn Co. Hassenfeld Bros., Inc.	McCann-Marschalk Co. Inc. The Bruns Advertising Agency Inc.

June 21, 1963

GENERAL MILLS TO SPONSOR 'ALL-STAR SCOUTING REPORT'

"All-Star Scouting Report," a 15-minute TV show narrated by sportscaster Lindsey Nelson, will precede NBC's telecast of the All-Star Baseball Game Tuesday, July 9.

General Mills Inc. (through Knox Reeves Advertising Inc.) will sponsor the pre-game show, which will be presented from 12:30 to 12:45 p.m. EDT (black and white). The game telecast (in color) will start at 12:45 p.m. EDT, 15 minutes before game time.

"Scouting Report" will highlight action-film clips of players in the starting lineups for the National and American League teams. Nelson, who is one of the TV-radio announcers for the New York Mets, also will give a scouting report citing distances and other peculiarities of the All-Star Game ball park, Cleveland Stadium.

"All-Star Scouting Report" will be packaged by Tel Ra Productions, with Dan Wise as producer and Conley Benfield as director.

-----O-----

June 21, 1963

HOW NBC NEWS SCORED WITH SWIFT AND COMPREHENSIVE
TV AND RADIO COVERAGE OF POPE'S ELECTION

Americans received the first word that a new Pope had been elected this morning (Friday, June 21) in a special report from Rome on the NBC Radio Network at 6:24 a.m. (all times in this story EDT.)

The report, by NBC News correspondent Irving R. Levine in Vatican Square, was heard at the same time on WNBC-TV in New York.

The NBC-TV Network, which usually signs on at 7 a.m. for "Today" went, on the air at 6:34 a.m. to carry Levine's announcement of the Pope's election. The special report continued until 7 a.m. on both the television and radio networks.

Announcement that the new Pope is the former Giovanni Battista Cardinal Montini was heard in a second special report from Rome by Levine at 7:11 a.m. on NBC-TV and Radio.

Live audio reports from Rome with additional details on the Pope's election were also heard in bulletins on NBC-TV's "Today" show at 8:16 a.m. and 8:39 a.m. These reports by Levine also included interviews with Father Robert O'Donnell of the Paulist Fathers in Rome.

Announcement of the election and an audio report from Rome was also included in "Today" at 7 a.m. Recent films of Cardinal Montini as Archbishop of Milan were shown during the "Today" show's 7:30 a.m., 8 a.m. and 8:30 a.m. news segments. A live audio report from Merrill Mueller in Rome was also heard during the 8 a.m. news.

The NBC Radio Network also carried news of the election in special bulletins and regular news programs during the morning.

A special NBC-TV program on the new Pope, Paul VI, is scheduled for Saturday, June 22 from 8:30-9 p.m. The program will examine the new Pope's background and assess the problems and opportunities facing him. It will be produced by Chet Hagan.

NBC News covered the first day's balloting for a new Pope on Thursday, June 20, in special bulletins and regular news programs on NBC-TV and Radio.

NBC News was first on the air, at 12:04 p.m. with live transmission of television tape in Rome showing the negative results of the morning balloting. The exclusive pictures, taped in Rome, were carried on NBC-TV live from the Relay communications satellite. Merrill Mueller was the reporter.

In a bulletin heard on NBC-TV and Radio at 12:50 p.m., Levine reported from Rome that the afternoon's voting failed to result in a new Pope. Results of the first voting were reported in regular news programs on NBC-TV and Radio throughout the morning.

A special one-hour NBC News program on NBC-TV, "Conclave of Cardinals" (7:30 p.m.), reviewed the first day's voting and examined the process of electing a Pope. NBC News correspondent Frank McGee was anchorman and Chet Hagan the producer. The program included scenes of the dark smoke from the Sistine Chapel, taped earlier, indicating the day's negative balloting and also film reports by Levine and Mueller on the history of the Vatican and the Papacy. In New York, McGee interviewed Monsignor Henry Beck, Professor of Church History at the Immaculate Conception Seminary, on the history of the Papacy. In NBC's Washington studios, correspondent Robert Goralski spoke with Father John F. Cronin of the National Catholics Welfare Conference, and Father Martin McCarthy, S. J., of Georgetown University.

* * *
(more)

NBC TELECASTS INTRODUCTION OF NEW POPE VIA "RELAY" SATELLITE

Television coverage of the announcement and introduction of the new Pope, Paul VI, was transmitted via the Relay communications satellite and carried on the NBC-TV Network today (Friday, June 21).

The special program, running from 12:47 to 1:02 p.m. EDT, included an opening and closing commentary by NBC News correspondent Edwin Newman, serving as anchorman in New York.

The Relay telecast showed the Vatican ceremonies, including the appearance and first Papal blessing by the new Pope from the center balcony of St. Peter's basilica. The commentary from Rome was by NBC News correspondent Irving R. Levine.

The coverage was taped in Rome, transmitted by Relay and carried live from the satellite on NBC-TV.

-----O-----

NBC-New York, 6/21/63

NBC RADIO NETWORK NEWS

June 21, 1963

NBC RADIO TO COVER PRESIDENT'S EUROPEAN VISIT
WITH SIX SPECIAL NBC NEWS PROGRAMS
- - -
'Monitor 63' Also to Report on Mission

Six special NBC News programs covering President Kennedy's European visit will be broadcast on the NBC Radio Network between June 24 and June 28. In addition, there will be extensive coverage of the President's mission on NBC Radio's "Monitor 63" Sunday, June 23, Saturday, June 29 and Sunday, June 30.

The schedule is as follows:

Monday, June 24 (approximately 12:30-1 p.m. EDT) -- live coverage of the President's news conference in Bonn.

Tuesday, June 25 (approximately 11:30 a.m. to Noon EDT) -- live coverage of the President's speech at St. Paul's Church in Frankfurt.

Tuesday, June 25 (9:05-9:30 p.m. EDT) -- a special program covering the day's events, including the President's visit to the American base at Hanau.

Wednesday, June 26 (10:05-10:30 p.m. EDT) -- a special program covering the President's visits to Wiesbaden and Berlin.

Thursday, June 27 (9:05-9:30 p.m. EDT) -- a special program covering the President's visit to the towns of his forebears in Ireland.

Friday, June 28 (approximately 11-12 Noon EDT) -- live coverage of the President's address to the Irish Parliament.

-----O-----

NBC TELEVISION NETWORK NEWS

'HAZEL' WINS NATIONAL SCHOOL BELL AWARD

FOR RELEASE MONDAY A.M., JUNE 24

One of the most distinguished awards in the field of education, the National School Bell Award, was given to the NBC-TV "Hazel" program for the episode "Bringing Out the Johnsons" (airdate April 19, 1962). The award, a walnut based bronze medallion depicting an old-fashioned school bell in relief, was accepted in Detroit today by the program's sponsor, the Ford Division of the Ford Motor Company.

The awards, sponsored by six major national educational organizations, are given each year for distinguished interpretative reporting on education. The citation for the "Hazel" program reads:

"Hazel, as personified by Miss Booth (program star Shirley Booth), has developed considerably since her debut as a cartoon character. She sometimes becomes the redoubtable advocate of a cause, as in this episode in which she went to work in amusing but effective fashion for the success of a school bond issue."

-----O-----

NBC BIOGRAPHY

June 21, 1963

ROBERT WOGAN

- - -
Vice President, Programs, NBC Radio Network

Twenty years after Robert Wogan convinced NBC that he was not "too young," he was elected Vice President, Programs, NBC Radio Network, thus placing him among the youngest in NBC history to hold such a title. His promotion this month occurred almost 20 years to the day after he began with NBC.

"Too young" was what Bob was told when at 16, he applied for a job as a page with NBC. He was advised to continue his schooling at the High School of Music and Art in Manhattan which he did.

Of his youth, Bob says, "uneventful -- that's the only way to describe it. I was born in Manhattan and other than a brief sojourn in the Bronx, I have always lived here. I was born Oct. 13, 1925, an only child intent on a career in music until I realized I had little chance of accomplishing my goal as a musician. Nonetheless I studied the violin for thirteen years. As a teenager, I played with the New York City Orchestra as their first violinist."

At 18, Wogan joined NBC as a page on the Guest Relations staff. Within the year, he was appointed Assistant Manager of Guest Relations. In 1945, he was promoted to Supervisor of the Night Announcing Staff, a position that found Bob tending to many things that occurred after closing hours of the business day. He was also responsible for the coordination of music clearance and sound effects.

(more)

From this position, Wogan moved to the program department as Operations Assistant. "This job," states Bob, "was to assist the Operations Manager in carrying out the programming schedule and checking out all broadcasting discrepancies that occurred during the day. In addition to these responsibilities, Wogan assumed the responsibilities of a student once again, attending Columbia University for specialized courses in radio and television.

Night Program Supervisor was the next position Wogan held. He then became Eastern Program Manager and soon thereafter Manager of Program Operations. In this capacity, Bob booked the entire weekend schedule and special programs. He also created titles and programs including the "I love my radio" jingles.

Among the shows Wogan conceived (and also produced or directed -- sometimes both) were the award winning "Biography in Sound," the science-fiction series "X Minus 1," "Recollections," the two-hour special "Christmas 1955" (which starred Helen Hayes, Tallulah Bankhead and Gregory Peck among others), "Portrait of a City" (a weekly tour of one of America's urban areas) and "What's the Score?" "The Stan Kenton Concerts," which emanated "live" from wherever Kenton was performing, was another Wogan creation.

In 1961, Wogan was named Director of Programs. In this area, he developed for "Monitor," NBC Radio's weekend service, "Comedy Time" and the award-winners, "Know Your FBI," "Justice" and "National Alert." Wogan also innovated the "Birthday Salutes," tributes to leading personalities on their birthdays.

In June 1963, Wogan was named a Vice President. As such, he is responsible for every program on the NBC Radio Network. One of his
(more)

3 - Robert Wogan

pet projects, in addition to "Monitor," is "Toscanini -- The Man Behind the Legend," which utilizes material from the files of Walter Toscanini, the maestro's son. Wogan's love of music finds him serving as a member of the Interlochen Arts Academy.

Another favorite task of the past year for Wogan was producing the entertainment portion of the Bob Hope Gold Medal Award Dinner held in March for the International Radio and Television Society of which he is a member.

Still a resident of Manhattan, Wogan lives in "just another apartment -- nothing spectacular or unusual." Although he no longer plays the violin, music is still an integral part of his life. Relaxation to Bob is turning to and then turning on one of the recordings in his vast music library. Other relaxed moments find Bob, when weather permits, somewhere on the water -- preferably sailing.

-----O-----

NBC-New York, 6/21/63

NBC COLOR TELEVISION NEWS



June 21, 1963

MORE TOP PERFORMERS JOIN 'THE LIVELY ONES'

Mel Torme, jazz saxophonist Stan Getz and guitarist Eduardo Sasson have been signed by producer-director Barry Shear to appear in segments of the 1963 series of "The Lively Ones," NBC-TV color musical show which begins Thursday, July 25 (9:30-10 p.m. EDT). Singer Vic Damone is star and host of the series.

Known primarily as a singer, Torme is also a composer, choral arranger, actor, pianist and drummer. His singing career began when he was four years old. A year later he learned to play the drums. At eight he was a radio actor, and at 15 he wrote the song, "Lament to Love," which was recorded by Les Brown, Harry James and Dick Haymes. Torme also has many movie roles to his credit.

Getz was just 21 when he won the Metronome Jazz poll as "Top Tenorman of 1949," an award he has won every year since. Down Beat magazine voted him the "Best Jazz Musician of 1962," and he has won nearly every other award presented in the jazz field. He has played with Benny Goodman and Woody Herman, among others, and in 1957-58 he toured with "Jazz at the Philharmonic." Getz is credited with touching off the bossa nova craze in America.

Columbian-born Sasson speaks and writes 10 languages, and once worked for the United Nations in Geneva as an interpreter. He has no formal music education, but his classical-popular-flamenco guitar-playing and his ability to sing in several languages have made him a big hit in Southern California, where he began his professional career.

June 21, 1963

RUSSIA'S SNOW PLOWS SENT TO TROPICAL GUINEA INDICATE SOVIET
FOREIGN AID CAPABLE OF FIASCOS, NBC'S ELIE ABEL COMMENTS

Russia has sent snow plows to tropical Guinea, indicating their foreign aid program is easily capable of fiascos, reported Elie Abel, NBC News' State Department correspondent.

Abel, speaking before the International Consumer Credit Conference June 20 in Kansas City, Mo., also revealed the Soviets sent a shipment of 2,500,000 screwdrivers to another country that had a population of only 3,000,000.

"The Soviet aid program to Guinea," Abel said, has given "comfort even to those Americans who feel their own aid program has been badly administered, who recall with horror the shipments of weight-reducing food to Laos, and the road in Cambodia that, quite apart from leading nowhere, buckled and collapsed after one heavy rain."

To Guinea, Abel said the Russians sent not only snow plows but heaters and to a country that had no sewage plants, the Russians sent 10,000 toilets.

"I don't mean to suggest that our U. S. aid program has been an unalloyed success in the less developed countries. But it is a demonstrable fact that the Russians -- far from being 14 feet tall -- have repeated many of our mistakes and devised a good many of their own," Abel said.

-----O-----

NBC TRADE NEWS

June 24, 1963

ZENITH AND AMANA TO CO-SPONSOR NBC-TV COLOR COVERAGE
OF SECOND ANNUAL WORLD SERIES OF GOLF

The second annual World Series of Golf, in which the winners of four major tournaments will compete for a \$50,000 first prize, will be televised in color by the NBC-TV Network Saturday and Sunday, Sept. 7 and 8, NBC Director of Sports Tom S. Gallery announced today.

Commentators Chick Hearn and Jack Drees will describe the action at the final six holes on both days of the links classic. The sportscasters also announced last year's inaugural World Series of Golf, also on NBC-TV.

Site of the 36-hole, medal-play competition again will be the Firestone Country Club in Akron, Ohio. TV time on both days will be 4:30 to 6 p.m. EDT.

NBC-TV's color coverage of the World Series of Golf will be co-sponsored by Zenith Radio Corporation (through Foote, Cone & Belding Inc.) and Amana Refrigeration Inc. (through MacFarland, Aveyard & Company).

Julius Boros as the winner of the U. S. Open Championship last weekend, and Jack Nicklaus as the Masters Tournament titleholder, have already qualified for golf's World Series this year. Nicklaus captured the two-day classic a year ago with rounds of 66-69 for a 135 score.

(more)

2 - World Series of Golf

The other two members of the foursome will be the winners of the British Open and PGA Championship tournaments to be played during July. If there are any double winners and an alternate is required to complete the four-man field, the loser of a playoff for any of the four qualifying tournaments will participate in the World Series or, if necessary, a special playoff will be held among the second-place finishers in the four tournaments.

The first prize of \$50,000 is golfdom's richest prize. The runner-up will collect \$15,000, with third and fourth-place finishers getting \$5,000 each.

The Firestone course has a par of 70 and measures 7,165 yards. The Akron club was the scene of the 1960 PGA tourney and hosts the American Golf Classic each year.

The World Series of Golf has approval of the Professional Golfers' Association, and PGA officials will supervise the action. Walter Schwimmer of Chicago will be the executive producer of the telecast, and Perry Smith of the NBC Sports Department will be the producer.

-----o-----

NBC-New York, 6/24/63

NBC COLOR TELEVISION NEWS



June 24, 1963

DEBUT FOR PEACOCK STUDIO

8H Is Transformed into NBC's Newest, Most Versatile
Color Television Broadcasting Facility

NBC's newest color facility, Peacock Studio, in the RCA Building, New York, was introduced to the Press today (June 24), marking another major chapter in the history of one of the world's best-known broadcasting sites. The famous studio was recently rebuilt primarily for color TV programming, and is now NBC-TV's most elaborate and most versatile color facility.

Under its former name of 8-H, the studio -- 10,000 square feet in area and three stories in height -- was noted as point of origin for top radio shows and -- as the medium of sight transmission developed -- for major television programs too. Now, in its latest transformation, the studio -- with entrances on the eighth and ninth floors -- represents an ultra-modern addition to the NBC-TV Network's color facilities.

The change in name was accompanied by a wall-to-wall, floor-to-ceiling transformation to accommodate color television. Named after the famous NBC-TV color insignia, and equipped with the latest color production facilities, Peacock Studio stands as a symbol of the development of color TV.

From Nov. 11, 1933, to May 14, 1962, the studio was known as 8-H. It was constructed to provide NBC with a gigantic production

(more)

area in which even a three-ring circus could be staged. When it opened, it was the largest radio studio in the world.

Arturo Toscanini began conducting the NBC Symphony Orchestra in 1937 in the studio. And while several hundred people attended each week's concert in the studio, the nation listened via NBC Radio. The hall also was the origination point for many other radio favorites including Eddie Cantor's variety shows, "Fleischmann's Hour" with Rudy Vallee, "Kraft Music Hall" with Al Jolson, and programs of Fred Allen, Ed Wynn, Bob Hope and Paul Whiteman.

The studio was rebuilt for black-and-white television in 1950. In the years that followed, many all-time television hits were broadcast live from the studio. Presented were quality dramas on "Robert Montgomery Presents" and "Kraft Television Theatre," popular music on "Your Hit Parade," classical music of the NBC Opera Company, comedy on "Mr. Peepers" with Wally Cox, a wide range of special events including NBC-TV's election coverage, and memorable Toscanini-NBC Symphony television concerts. Each event enhanced the studio's reputation as the industry's most versatile.

But no studio change increased its versatility more than the installation of color facilities included in the over-all renovation, started in May, 1962.

William H. Trevarthen, NBC Vice President, Operations and Engineering, credits James Wilson, Director of Engineering, and his staff for building Peacock Studio. Joseph J. Arnone, Manager, Design and Construction, was the architect and Allen Walsh, Senior Project Engineer, was the project technical supervisor.

Commenting on Arnone's design, Trevarthen said, "Every inch of the studio is utilized, every physical requirement of a superb studio has been included, and Peacock Studio will be as contemporary 10 years from now as it is today."

(more)

"It's a director's dream," according to Bernard I. Paulson, NBC's Director of Production Services, who has been in the television industry since 1949. "In Peacock Studio the large dramatic program, the lavish variety show, the audience-participation program, and the special entertainment or news program which requires live pickups from all corners of the nation -- even Europe -- have the best production facilities I've ever seen."

The lighting system has an intensity greater than 60 watts per square foot, and a new patch panel in the control room regulates all lights.

The control room was of primary consideration when Paulson cited Peacock Studio as a "director's dream." Paulson's observations paralleled those of Walsh, who said, "All the practical engineering know-how NBC has was applied to the control room. It can handle 13 different program origination sites, it has 21 television monitors, and it has the capacity to handle 48 different microphones -- each individually controlled."

The novel audience-seating facilities accommodate several hundred people. Retractable and operated by push-button control, 10 tiers of seats can be withdrawn for programs requiring full use of the studio floor -- like NBC's election coverage -- and extended for a studio audience. For the occupants of the seats, 30 loudspeakers and six 21-inch color television monitors are mechanically lowered from the ceiling.

Audiences enter Peacock Studio through two new lobbies on the ninth floor -- an outer lobby of 300 square feet and an inner lobby of 700 square feet. The decor of the lobbies includes color photographs of many notable NBC personalities.

(more)

4 - Peacock Studio

To each audience the new color TV production center may have a different appearance. With 65 new scenery battens and 65 lighting battens, plus five new scenery "travelers," Peacock Studio is equipped for fast scenery changes. Off the studio area, near new dressing rooms, a mammoth prop-storage room with 7,000 square feet of storage space enables NBC to "load in" and prepare for one program while another program is occupying the studio.

Each of the "faces," nevertheless, has the same "eyes" -- the TV cameras. The Studio has facilities for four color cameras or eight black and white cameras.

-----O-----

NBC-New York, 6/24/63

NBC TELEVISION NETWORK NEWS

June 24, 1963

NBC NEWS COVERS HIGHLIGHTS OF PRESIDENT'S FIRST DAY IN GERMANY
WITH SATELLITE PROGRAM AND NEW 'SUNDAY REPORT' ON NBC-TV

Highlights of the first day of President Kennedy's tour of Europe, which included a meeting with West German Chancellor Konrad Adenauer, were presented in a special NBC News television program Sunday, June 23 (6:30-7 p.m. EDT).

The program, premiere of a new series, "Ray Scherer's Sunday Report," featured tapes of the President's arrival Sunday in Cologne and Bonn. The tapes were transmitted to this country Sunday at 11 a.m. EDT by the Relay satellite, and at 3 p.m. EDT via Telstar. The 11 a.m. feed, which lasted eight minutes, was broadcast live on NBC-TV. The Telstar feed was taped, and both transmissions were used on "Sunday Report."

President Kennedy was also seen arriving for a formal dinner at Chancellor Adenauer's residence in Bonn, the Schaumburg Palace. Viewers saw the President greet West Berlin Mayor Willy Brandt and West German Vice Chancellor Ludwig Erhard.

Scherer, who is covering the President's trip, was seen on "Sunday Report" as he reported from Bonn. The program was anchored in New York by NBC News' Edwin Newman. NBC News' Welles Hangen also participated in the program, in a filmed report from West Berlin.

-----O-----

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

June 24, 1963

NBC NEWS FIRST ON TV WITH FILM OF NEW POPE'S FIRST ADDRESS

NBC Radio Carries Talk Live on "Monitor 63"

NBC News was first on the air with film of Pope Paul VI's initial address Saturday, June 22. Live pictures from Rome were fed on Eurovision lines to London, where they were taped and transmitted on the Relay satellite to New York. NBC put them on the air immediately, at 1:32 p.m. EDT -- the only U. S. television network to do so.

The special international program, which ran to 1:54 p.m. EDT, also included the same day's Moscow celebration -- airport reception and Red Square welcome -- honoring Lt. Col. Valery F. Bykovsky and Junior Lt. Valentina V. Tereshkova. Sound-film scenes showing Soviet Premier Khrushchev kissing the cosmonauts were part of this telecast.

In New York, NBC News correspondent Bill Ryan introduced the special program and narrated portions of it.

The NBC Radio Network carried Pope Paul's first address live on "Monitor" at 1:05 p.m. EDT, with simultaneous English translation.

-----O-----

NBC TRADE NEWS

June 25, 1963

GULF TO SPONSOR FULL-HOUR NBC NEWS COLOR SPECIAL ON VATICAN

Two NBC News specials on events in the Vatican -- one a full-hour color program covering developments from the death of Pope John XXIII through the coronation of Pope Paul VI -- will be presented on the NBC-TV Network.

The full-hour program, featuring NBC News correspondent Chet Huntley as anchorman, will culminate in the colorful ceremonies surrounding the coronation of the new Pope. The program will be telecast Thursday, July 4 (7:30-8:30 p.m. EDT). It will be sponsored by the Gulf Oil Corporation.

A half-hour special reporting the coronation, with television coverage, to be transmitted by the Telstar communications satellite, will be presented on the evening of the event -- Sunday, June 30 (7-7:30 p.m. EDT). The program will feature NBC News correspondent Frank McGee as anchorman and will be produced by Chet Hagan.

(more)

The color special July 4, which will be produced by Gerald Green, is being filmed by three NBC News color crews. It will begin with scenes of the crowds standing vigil in St. Peter's Square on the night of the death of Pope John. The program will show the papal funeral procession, and will cover events during the interregnum between the death of Pope John and the naming of Pope Paul.

The cardinals will be shown gathering in Rome for the conclave to name a new Pope. There will be scenes of the preparations for the conclave and a review of earlier pontificates and earlier conclaves. Other sequences will include scenes of the crowds waiting for the results of the secret voting, the announcement of the naming of a new Pope, the first blessing by Pope Paul, his first address June 23, and his coronation June 30.

The program is being filmed by special crews that include cameramen Adrian Console, Chris Callery and Harry Thoess. John Teeple is the film editor.

The June 30 program pre-empts "Ensign O'Toole." The July 4 program pre-empts "Wide Country."

-----O-----

NBC-New York, 6/25/63

June 25, 1963

PUREX TO SPONSOR 'THE VOICE OF THE DESERT,' NBC-TV COLOR PROGRAM

The Sonoran Desert of Arizona as viewed by Joseph Wood Krutch, one of America's great naturalists and philosophers, will be the subject of a full-hour NBC News special program in color Thursday, Aug. 22 on NBC-TV (10-11 p.m. EDT).

The filmed program, "The Voice of the Desert," visualizes selections from Professor Krutch's writings as he reads them. An original musical score by Ezra Lederman accompanies the narration. Gerald Green is producer and Joseph Zigman director of the program, which is sponsored by the Purex Corporation (through Edward H. Weiss & Co.).

After a long career as professor of dramatic literature at Columbia University, drama critic, philosopher, essayist and biographer, Professor Krutch, now 69, found a new life in the desert about 15 years ago. He settled near Tucson for reasons of health and to fulfill his lifelong interest in the desert.

The program includes Professor Krutch's tribute to the outlandish boogum tree and his praise for the giant saguaro cactus, the symbol of the Sonoran Desert. Other sequences show the mysterious, abandoned cliff dwellings of ancient Indians, the incredible tapestry of Spring wild flowers, and Krutch gingerly examining a scorpion, the desert's least popular dweller. But,

(more)

Krutch explains, this is "a creature who has been going about his business, such as it is, far longer than any dinosaur went about dinosaur business."

"By fortunate accident," explains Krutch, "I found the ideal spot: a home not 10 miles from a medium-size town, but plumb in the middle of hundreds of acres of desert, untouched except for an occasional artificial oasis where someone put a home. To the north, only a few miles away, there rises a bold range of mountains, bare except for the scattered green dots which represent clumps of unconquerable shrubbery. In every other direction, the vista is closed only by the horizon's edge, to which the nearly level desert stretches away."

There Krutch added to an already long and distinguished list of books, biographies, criticisms and philosophy, a remarkable collection of nature writings that recorded his thoughts and observations on his surroundings. Among the books are "The Voice of the Desert," "The Desert Years," "The Great Chain of Life," "Grand Canyon: Today and All Its Yesterdays" and "The Forgotten Peninsula."

"Professor Krutch's writings are not merely background for beautiful color photography of birds, animals, wild flowers, cacti -- all the exciting life of the desert," Green said. "They present the striking philosophy of a sensitive witness to God's work and nature's beauty. For Krutch is no ordinary naturalist, no collector of dead birds. Rather, he is a man with a great sense of joy and enthusiasm for the living. He sees the wild creatures of the desert as part of a grand plan. He has no reluctance to criticize his fellow man, the destroyer of the wilderness."

-----o-----

NBC TELEVISION NETWORK NEWS

June 25, 1963

FIVE STARS TO MAKE RARE TV APPEARANCES IN DRAMAS IN 1963-64 WHEN 'BOB HOPE PRESENTS THE CHRYSLER THEATRE'

Five stars who make rare TV appearances -- Jason Robards Jr., Stuart Whitman, Eleanor Parker, Melvyn Douglas and Jeffrey Hunter -- have been signed for major roles in segments of NBC-TV's new weekly 1963-64 series in which Bob Hope will be the key entertainment figure.

Sponsored by the Chrysler Corporation, the series will premiere Friday, Sept. 27 (8:30-9:30 p.m. EDT), with the first of 8 variety specials titled "Chrysler Presents a Bob Hope Special." The remaining seven Hope specials will be presented along with 26 color filmed dramas and comedy-dramas throughout the season.

On Friday, Oct. 4, in the same time period, the first drama will be broadcast under the heading, "Bob Hope Presents the Chrysler Theatre."

Alan J. Miller, Vice President in charge of production at Revue Studios, where the series will be produced, and producer Dick Berg announced acquisition of five major story properties, including two best-selling novels, and an original teleplay, "The Candidate," by Eugene Burdick.

Whitman and Douglas will star in "A Killing at Sundial," a script by Rod Serling, his first TV story since his "Twilight Zone" series began three years ago. Alex Segal will direct. Whitman's role is his first starring TV performance. He received an Academy Award nomination for his sensitive portrayal in "The Mark." Douglas recently scored in the critically acclaimed feature movie "Hud."

(more)

Miss Parker and Hunter will star in Douglas Hayes' story, "Seven Miles of Bad Road," which Hayes will also direct.

Robards will play the title role in "One Day in the Life of Ivan Denisovitch," adapted by Russell Rouse and Clarence Greene from the best-selling Russian novel by Alexander Solzhenitsyn. Robards will be making his first filmed TV appearance. His Broadway stage credits include "A Thousand Clowns," "Big Fish, Little Fish," "Toys in the Attic," "The Disenchanted" and "Long Day's Journey Into Night." (He will narrate "Opening Night" on NBC-TV's "Du Pont Show of the Week" Sunday, June 30, 10-11 p.m. EDT,)

Commenting on the new properties acquired, Berg described "The Candidate" as a strong political drama by Burdick, author of "The Ugly American," "Fail-Safe" and "The Ninth Wave."

Other new properties include: "A Wind of Hurricane Force" by A. E. Hotchener, a story of an American scientist who becomes an ideological "cause celebre" following his capture in Cuba.

"War of Nerves," Paul Brickhill's novel depicting the desperate efforts of the OAS secret army in Paris. Brickhill wrote the recent movie hit, "The Great Escape."

"The Fifth Passenger," a novel by Edward Young, British author whose mystery-suspense story is in the Graham Greene tradition.

Irvin Kershner has been signed to direct three dramas in the series.

-----O-----

NBC TELEVISION NETWORK NEWS

June 25, 1963

GEORGE SEGAL TO CO-STAR WITH ROBERT TAYLOR IN NEW SERIES

George Segal has been signed as Robert Taylor's co-star on the 1963-64 NBC-TV dramatic series "The Robert Taylor Show" Thursdays, 7:30-8:30 p.m. NYT, starting in the Fall.

Segal recently left the cast of the three-performer Broadway comedy, "The Rattle of a Simple Man," to go to the West Coast where filming of the series is now under way. He will portray Nick di Canto, staff-aide to trouble-shooter Christopher Logan (Taylor) on special assignments for the Department of Health, Education and Welfare, whose activities provide fact-based themes for the series' weekly dramatic episodes.

Segal has been featured in two major motion pictures, "The Young Doctors" and in a cameo role in "The Longest Day." Recently he completed a role in the yet-to-be-released film, "Act One," based on Moss Hart's autobiography.

He made his dramatic debut in the "Circle in the Square" off-Broadway revival of Eugene O'Neill's "The Iceman Cometh." He was a member of the original company of "The Premise" and played several seasons in the off-Broadway musical "Leave It to Jane." He also performed in "Our Town," the New York Shakespeare Festival's "Antony and Cleopatra" several seasons ago and "Don Juan." On television Segal has appeared on "The United States Steel Hour," "The Nurses," "Naked City," "The Play of the Week" and "The Armstrong Circle Theatre."

-----O-----

ART JAMES TO EMCEE MISS PENNSYLVANIA PAGEANT TELECAST

Art James will emcee the Miss Pennsylvania Pageant telecast on WRCV-TV, NBC-owned station in Philadelphia, Saturday, June 29 (9 to 11 p.m. EDT).

James -- who is host of the NBC-TV Network's "Say When" daytime program -- will serve with the Philadelphia station's Kathy Tarras for this local, live special, in which the Commonwealth of Pennsylvania's candidate for the "Miss America" title will be chosen.

-----O-----

CORRECTION, PLEASE

The agency through which Old London Foods Inc. placed its order in "Bullwinkle" is Richard K. Manoff, Inc. (not Mogul, Williams & Saylor Inc., as listed in the NBC Daily News Report story, slugged for release June 24, in which NBC-TV's revised Saturday morning schedule was reported.)

-----O-----

NBC-New York, 6/25/63

June 25, 1963

CALIFORNIA OIL ADDS EIGHT NEW MARKETS
IN RENEWAL OF 'HENNESEY' SERIES

The NBC syndicated "Hennesey" series, which White & Shuford, Denver advertising firm, bought last year for its client, the California Oil Company, in 10 markets, has been renewed for the same 10 plus eight other markets served by the same client for the 1963-64 season. The deal was closed by Jack Snapp, Media Director for White & Shuford, and Con Hartsock, NBC Film Sales, Denver.

William P. Breen, Vice President, Sales, NBC Films, Inc., announced today that the 52-week renewals will start in the augmented lineup of markets in late September or early October.

The markets bought for California Oil are: Amarillo, Tex.; Sherman, Tex.; Albuquerque, N. M.; Abilene, Tex.; Colorado Springs, Colo.; Denver; El Paso, Lubbock, Tex.; Midland, Tex.; Missoula, Mont.; Roswell, Colo.; Salt Lake City; Wichita Falls, Tex.; Billings, Mont.; Butte, Mont.; Great Falls, Mont.; Idaho Falls, Idaho, and Twin Falls, Idaho.

The series stars Jackie Cooper as Hennesey, Abby Dalton as nurse Martha Hale, Roscoe Karns as Admiral Schaffer, Henry Kulky as Max Bronsky, and James Komack as Harvey Spencer Blair III.

-----O-----

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF URGES PERMANENT END OF EQUAL-TIME REQUIREMENT

SO BROADCASTERS CAN FUNCTION AT FULL CAPACITY TO INFORM
PUBLIC ON POLITICAL CANDIDATES AND ISSUES

- - -
Testifies Before Senate Subcommittee on Communications

WASHINGTON, June 26 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, called today for the permanent end of the equal-time requirement so broadcasters can function at full capacity in informing the public on political candidates and issues.

Testifying before the Subcommittee on Communications of the Senate Commerce Committee, chaired by Sen. John O. Pastore (D.-R. I.), Mr. Sarnoff said broadcasters' long history of fairness and responsibility in political campaigns justified their full freedom from the equal-time restriction.

"This is no more than a request that broadcasters be as free to apply mature, responsible judgments in the coverage of political campaigns as they now are in all other areas of public concern," he asserted. "It is a request that they be permitted to do more, not less, in bringing vital information to the people. And it is ironic that at a time when broadcasters are accused by some of taking their public responsibilities lightly that a legal stumbling block stands in the way of the full exercise of these responsibilities."

Mr. Sarnoff said the temporary suspension of the equal-time provision for Presidential and Vice Presidential candidates in 1960 permitting the four televised encounters between John F. Kennedy and Richard M. Nixon had "provided a wealth of evidence in support of the ability of television and radio to serve as a vital instrument in the democratic process."

Department, Room 320

(more)

Of three bills before the Communications Subcommittee for consideration, Mr. Sarnoff expressed preference for a proposal introduced by Sen. Vance Hartke (D.-Ind.) that would remove the equal-time requirement from Section 315 of the Communications Act. Next in order of preference, he said, were bills introduced by Chairman Pastore. The first would end permanently the equal-time restriction with respect to candidates for President, Vice President, U. S. Senator and Representative and Governor. The other would suspend the equal-time provision for candidates for President and Vice President during the 1964 campaign.

The NBC Board Chairman emphasized that despite these preferences broadcasters would welcome whatever relief from the equal-time restriction they could obtain.

He said that in view of the industry's performance in 1960 he found it impossible to believe it would not be granted at least equal freedom in 1964. NBC, he said, has commissioned the American Political Science Association to conduct a study aimed at proposing improvements in the procedures and formats of broadcast debates between Presidential candidates, so that this form of appearance by candidates can be developed for the greatest benefit to voters. He reported that the Association has selected a group of eminent political scientists and communications experts to carry out the study, which already is under way.

"Let me emphasize the obvious," he added. "The study will not serve any business advantage of broadcasters but can be of invaluable help in devising the best possible means of employing our modern communications techniques to impart information on candidates and issues to the electorate. Indeed it is this purpose, and this purpose alone, that motivates me to urge again that serious and

(more)

favorable consideration be given to the permanent removal of the equal-time demands of Section 315, not only for Presidential and Vice Presidential candidates but for all candidates at all levels."

Mr. Sarnoff noted that a bill passed by the House of Representatives last week would limit suspension of equal-time to Presidential and Vice Presidential candidates and during the 75 days prior to Election Day -- the period following the major party conventions. He pointed out that this limitation would have the effect of curtailing broadcast coverage of important pre-convention political activity. Urging that the Subcommittee consider the importance of full news coverage during this period, he pointed out that the period before the conventions "can be fraught with equal-time problems as great as the election campaign itself, if not greater."

-----O-----

NBC-6/26/63

NBC TELEVISION NETWORK NEWS

June 26, 1963

NBC NEWS ON JUNE 30 TO PRESENT 2 TV PROGRAMS COVERING
CORONATION OF POPE PAUL VI AND A TELECAST
ON PRESIDENT KENNEDY IN BRITAIN

NBC News will present three special half-hour programs on t.
NBC-TV Network Sunday, June 30 -- two covering the coronation of Pope
Paul VI and one reporting on President Kennedy in Great Britain.

The first program will include 28 minutes of
coverage of the coronation ceremonies in St. Peter's
Square, with commentary by NBC News correspondent
Irving R. Levine in Rome. The coverage will be taped
in Rome, transmitted via Telstar and carried live from
the communications satellite on NBC-TV 4:14-4:42 p.m. EDT.

The second program will report on President
Kennedy's meeting with Harold MacMillan at the prime
minister's Summer estate, Birch Grove. NBC News' White
House correspondent Ray Scherer, who is traveling with
the President, will cover the meeting in a special
edition of "Ray Scherer's Sunday Report," 6:30-7 p.m.
EDT.

(more)

The third program, as previously announced, will include the Telstar-transmitted coverage of the Pope's coronation, on the evening of the event. The program, with NBC News correspondent Frank McGee as anchorman in New York, will be telecast 7-7:30 p.m. EDT.

Other coronation coverage will be included in a full-hour color special Thursday, July 4 (7:30-8:30 p.m. EDT). This program, with Chet Huntley as anchorman, will review events at the Vatican from the death of Pope John XXIII through the election and coronation of Pope Paul.

-----O-----

NBC-New York, 6/26/63

'TODAY' SHOWS FIRST FILMS OF KENNEDY'S ARRIVAL IN WEST BERLIN

First films of President Kennedy's arrival in West Berlin this morning (June 26) were seen on NBC-TV's "Today" show at 8:30 a.m. EDT, transmitted across the Atlantic by the NBC-BBC trans-Atlantic cable film system.

President Kennedy arrived at Tegel Airport in the French sector of Berlin at about 5 a.m. EDT. The cable film showed him being greeted by West German Chancellor Konrad Adenauer and West Berlin Mayor Willy Brandt, and also leaving the airport in a motorcade. An audio report by NBC News correspondent Welles Hangen describing the scene accompanied the film.

On Monday, June 24, "Today" presented cable film of the Kennedy-Adenauer meeting at the Chancellory in Bonn.

"Today" will continue to present cable-film coverage of President Kennedy's European tour during the rest of the week.

* * *

NBC NEWS OFFERS SPECIAL COVERAGE OF PRESIDENT'S TRIP

NBC News' special coverage of President Kennedy's European trip brought TV viewers a detailed report from Germany Tuesday, June 25 (10:30-11 p.m. EDT). It included highlights of his address in St. Paul's Church, Frankfurt, where he renewed his call for interdependence between the United States and what he said must become a "fully cohesive Europe."

The President's speech, made shortly after 11 a.m., EDT, was taped and transmitted to London for transmission from the Relay communications satellite. (NBC-TV carried the satellite feed live from 12:26 to 12:40 p.m. EDT).

(more)

The special program, "The President in Germany," also covered the President's first stop of the day, at a United States Army base near Hanau, where he spoke briefly to NATO forces and reviewed troop units from the United States, Canada, France and Germany. Later, in Frankfurt, the President was shown receiving an enthusiastic welcome from large crowds as he walked from City Hall to St. Paul's Church.

NBC News correspondent Frank McGee was host on the program. NBC News correspondent Ray Scherer was the on-the-scene reporter in Germany.

-----O-----

NBC-New York, 6/26/63

NBC RADIO NETWORK NEWS

June 26, 1963

NBC RECEIVES GOLD BELL AWARD OF CATHOLIC BROADCASTERS ASSOCIATION FOR 'OUTSTANDING RADIO PROGRAM' ON 'CATHOLIC HOUR'

The Catholic Broadcasters Association has presented its Gold Bell Award for the past season's "outstanding radio program" to NBC for the "Catholic Hour" production of "The Death of Judas," broadcast March 31, 1963 on the NBC Radio Network.

"This program set a new plateau of excellence in radio broadcasting," the citation said. "With subject matter taken from the inspired writer of Sacred Scripture and the poetic masterpiece of Paul Claudel, 'The Catholic Hour' through sheer artistry communicated the purity of St. Matthew's text and the subtleties of Claudel's commentary on contemporary moral values.

"No wonder, then, that the program triggered a burst of unprecedented mail. It has become a signpost, once more showing the way to bring, through radio broadcasting, a consciousness of moral values and an increase in the service of God. This requires artistry in a perfect form. CBA believes this was achieved by NBC in cooperation with the National Council of Catholic Men in the program, 'The Death of Judas'."

Florence Reif Richman was the supervisor for NBC, and Joan Paul the producer for the NCCM. Daniel Sutter was the director.

-----O-----

NBC TRAIN-NEWS

June 27, 1963

SALES EXCEEDING \$19,000,000 IN NBC-TV'S 1963-64
SCHEDULE ARE REPORTED FOR TWO-WEEK PERIOD

More than \$19,000,000 in sales in NBC-TV's 1963-64 schedule was recorded during the two-week period beginning June 10, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

A total of 11 national advertisers purchased over \$9,000,000 sponsorship in 14 nighttime programs, and 16 national advertisers bought sponsorship exceeding \$10,000,000 in 16 daytime programs.

Highlights of the sales include:

-- Six advertisers purchased sponsorship in "Espionage," NBC-TV's new Wednesday evening full-hour dramatic series, bringing to eight the total number of participating sponsors in the program.

-- Recently announced new daytime programs -- "People Will Talk," new Merv Griffin show tentatively titled "Shopping Spree," and "Missing Links" -- received a total of 11 orders for sponsorship.

-- Six advertisers purchased sponsorship for the coming season in "You Don't Say!" -- the newest addition to NBC-TV's current daytime schedule.

-- "The Richard Boone Show" and "The Joey Bishop Show" have virtually sold-out status as a result of the recent sales.

(more)

Advertisers (and their agencies) purchasing sponsorship in NBC-TV's Nighttime schedule:

John H. Breck Inc. (Young & Rubicam) in "The Bill Dana Show," "Espionage," "Eleventh Hour," "Monday Night at the Movies," "Saturday Night at the Movies," "Mr. Novak" and "Sing Along with Mitch."

Pharmacraft Inc. (Papert, Koenig & Lois) in "The Richard Boone Show," "The Joey Bishop Show," and "Espionage."

Plymouth Division of Chrysler Corporation (N. W. Ayer & Son Inc.) in the "Huntley-Brinkley Report."

H. J. Heinz Company (Maxon Inc.) in "The Bill Dana Show," "Monday Night at the Movies," "Mr. Novak," "Espionage," "Eleventh Hour," "International Showtime," "The Lieutenant," "Saturday Night at the Movies" and "The Robert Taylor Show."

Luden's Inc. (J. M. Mathes, Inc.) in "International Showtime."

Chanel Inc. (Norman, Craig & Kummel) in "Eleventh Hour."

The Sherwin-Williams Co. (Griswold-Eshleman Co.) in "Robert Taylor Show," "Sing Along with Mitch," "The Richard Boone Show," "Espionage" and "Eleventh Hour."

Rexall Drug Company (Batten, Barton, Durstine & Osborn Inc.) in "Espionage" and "International Showtime."

S. C. Johnson & Son Inc. (Needham, Louis & Brorby, Inc.) in "Espionage," "Robert Taylor Show," "International Showtime" and "Eleventh Hour."

Helena Rubinstein Inc. (Ogilvy, Benson & Mather, Inc.) in "Eleventh Hour," "Richard Boone Show," "Sing Along with Mitch" and "The Robert Taylor Show."

(more)

Brown & Williamson Tobacco Corp. (Post, Keyes & Gardner)
in "Redigo," as announced June 17.

Advertisers (and their agencies) purchasing sponsorship
in NBC-TV's 1963-64 daytime programs:

General Mills Inc. (Needham, Louis & Brorby, Inc.) in "NBC
News Morning Report," "NBC News Midday Report" and "NBC News
Afternoon Report."

General Foods Corporation (Foote, Cone & Belding) in
"Dennis the Menace."

The Procter & Gamble Co. (Dancer-Fitzgerald-Sample) in
"Your First Impression."

Alberto Culver Co. (Compton Advertising Inc.) in "Say
When," "Concentration," the new "Merv Griffin Show" tentatively
titled "Shopping Spree," "Missing Links" and "You Don't Say."

The Staley Company (Erwin Wasey, Ruthrauff and Ryan, Inc.) in
"Truth or Consequences," "Loretta Young Theatre" and "Your
First Impression."

Campbell Soup Co. (Needham, Louis & Brorby, Inc.) in
"Say When."

S. C. Johnson & Son, Inc. (Needham, Louis & Brorby, Inc.)
in "Make Room for Daddy," "You Don't Say!", and "NBC Mid-
Afternoon Report."

Heublein Inc. (Fletcher Richards, Calkins & Holden Inc.)
in "Dennis the Menace" and "Sergeant Preston."

Calgon Company (Ketchum, MacLeod & Grove, Inc.) in "Loretta
Young Theatre," "People Will Talk" and "You Don't Say!"

Plough, Inc. (Lake-Spiro-Shurman Co.) in "Loretta Young
Theatre" and "People Will Talk."

(more)

Bissell, Inc. (N. W. Ayer & Son Inc.) in "People Will Talk."

Aluminum Company of America (Ketchum, MacLeod & Grove, Inc.) in "Loretta Young Theatre," "Make Room for Daddy," "You Don't Say!" "People Will Talk" and "Say When."

Pharmaco, Inc. (N. W. Ayer & Son Inc.) in "People Will Talk."

Derby Foods Inc. (McCann-Erickson Inc.) in "People Will Talk," "Loretta Young Theatre," "You Don't Say!" and "Make Room for Daddy."

Hartz Mountain Products Corp. (McManus, John & Adams) in The Merv Griffin show tentatively titled "Shopping Spree," "People Will Talk," "Missing Links" and "You Don't Say!"

Quaker Oats Company (J. Walter Thompson & Co.) in "Fury."

-----o-----

NBC-New York, 6/27/63

NBC TELEVISION NETWORK NEWS

June 27, 1963

NBC NEWS SCHEDULES NIGHTLY TV SPECIALS COVERING REMAINDER OF PRESIDENT'S EUROPEAN TOUR

Throughout the remainder of President Kennedy's European tour, NBC News will telecast a program each night summarizing his activities during the day. These programs will be supplemented by daytime satellite-transmitted reports.

On Saturday, June 29, NBC News will follow the President as he ends his tour of Ireland with a visit to Cork and Shannon before flying to England for a meeting with Prime Minister Harold Macmillan. NBC News will broadcast a satellite feed from 12:04 to 12:15 p.m. EDT, and will present a TV special from 10:40 to 11 p.m. EDT.

The President's day in England Sunday, June 30, at Macmillan's Summer estate will be covered with a nine-minute satellite telecast at 12:52 p.m. EDT, and a half-hour special at 6:30 p.m. EDT.

On Monday, July 1, the President will meet Italian President Antonio Segni, and place a wreath at Italy's "tomb of the unknown soldier." NBC News will carry a TV special from 10 to 10:30 p.m. EDT. July 1.

President Kennedy concludes his tour Tuesday (July 2) with a visit to Pope Paul VI in Rome, a stop at Naples, and a major address at NATO Mediterranean headquarters before flying to New York. A special half-hour program on NBC-TV at 10:30 p.m. EDT July 2 will summarize his final day in Europe.

* * *
(more)

2 SPECIAL NBC NEWS TELECASTS COVER PRESIDENT'S 4TH DAY IN EUROPE

The fourth day of President Kennedy's European tour -- which included visits to West Berlin and Ireland -- was covered in two special NBC News telecasts Wednesday, June 26.

A live feed from the Telstar communications satellite at 2:30 p.m. EDT showed tapes of the President earlier Wednesday at the Brandenburg Gate in West Berlin, at Checkpoint Charlie along the Wall, addressing a crowd of 250,000 at the Berlin City Hall and another large crowd at the Free University of Berlin. The satellite transmission lasted 18 minutes.

NBC News presented a special wrapup program (11:15-11:30 p.m. EDT) which repeated highlights from the Telstar feed and also showed tapes of the President's arrival in Dublin. Frank McGee was anchorman for this latter program. Bill Ryan narrated the earlier Telstar feed.

-----O-----

NBC-New York, 6/27/63

IRVING ELMAN BECOMES PRODUCER OF 'ELEVENTH HOUR'

Irving Elman, associate producer of NBC-TV's "The Eleventh Hour" during its first season, has been named producer of the weekly drama series for its second season, which starts Wednesday, Oct. 2 (10-11 p.m. EDT).

Elman succeeds Sam Rolfe, who has taken a leave of absence and will spend the time in London, Moscow and other European capitals on a combination work-vacation trip. His plans include development of a new TV project and completion of a proposed Broadway musical. Before his departure, Rolfe produced six of the "Eleventh Hour" episodes for 1963-64.

Ellis Marcus, who wrote many of the first season's segments, joins "The Eleventh Hour" staff as associate producer and story editor.

-----O-----

NBC-New York, 6/27/63

NATIONAL PRESS PHOTOGRAPHERS HONOR DON MEANEY

AND JACK FERN OF NBC NEWS PRODUCTION STAFF

Don Meaney and Jack Fern, both of the production staff of NBC News, were cited by the National Press Photographers Association today (June 27) for "devotion in promoting the ideals of our professional society."

Meaney is Director of News Programs for NBC News. Fern will be associate producer in the Far East for the new expanded "Huntley-Brinkley Report," which starts next September.

The citations, presented at the NPPA convention at Jackson Lake Lodge, Grand Teton National Park, Wyoming, praise both men for their work in the NPPA's annual TV workshop. The award to each reads: "For his dedicated devotion in promoting the ideals of our professional society: for the time and effort freely given as faculty member of the TV Newsfilm Workshop, and as evidence of the love and respect he has won from all."

The awards were presented by NPPA president James Bennett of KLZ-TV, Denver.

-----O-----

BILL LEYDEN SIGNS NEW LONG-TERM CONTRACT FOR DAYTIME TV ON NBC

Bill Leyden has signed a new long-term contract for daytime television with the National Broadcasting Company. He will continue as moderator-host of the NBC-TV panel show, "Your First Impression" (Monday-Friday, 12-12:30 p.m. EDT, in color), in which capacity he has served since January, 1962.

Leyden, a former NBC page from Chicago, Ill., began his professional career as an announcer and disc jockey in Chicago. In 1956 he became emcee of NBC-TV's "It Could Be You," a post he held for five years.

-----O-----

NBC-New York, 6/27/63

CAST AND CREDITS FOR 'TO BURY CAESAR,' AN ORIGINAL DRAMA

On NBC-TV's "Du Pont Show of the Week" Sunday, July 7

Title: "To Bury Caesar" on "Du Pont Show of the Week"

Date and time: NBC-TV Network Sunday, July 7 (10 to 11 p.m. EDT)

Starring: Jack Hawkins and Pamela Brown

With: Nigel Davenport, Kenneth Griffith, Derek Francis and Esmond Knight

Executive producer: Fielder Cook

Produced by Fielder Cook

Directed by Fielder Cook and Ian Fordyce

Original teleplay by Berkely Mather

Designed by John Clements

Music Composed & Conducted by Alan Branden

Unit manager: Jim Marooney

Assistant to the director: Nora Ahern

Production assistant: Sheila Lauder

Stage manager: Tom MacArthur

Assistant stage manager: Lew Luton

Assistant producer: Ian Fordyce

Casting: Martin Case and James Swann

Origination: Associated Rediffusion Studios, London, England, via tape

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press Representatives: Charlie Gregg, New York, and Bill Kiley, Burbank

* * *
(more)

"2475"

(11) 10. 11

1905-1910

(over)

THE CAST

Hildersham.....Jack Hawkins
Helen.....Pamela Brown
Maybrick.....Nigel Davenport
Lemke.....Kenneth Griffith
Springwood.....Esmond Knight
Chaytee.....Derek Francis
Purchase.....Philip Latham
Judge.....Frederick Leister
Godfries.....Nicholas Meredith
Jorgensen.....Steve Plytas
Miss Barnicoat.....Noel Hood
Col. Threlfall.....Andrew Laurence
Usher.....Owen Berry
Chauffeur.....Bill Treacher
Policeman.....Wilfred Carter
Landlady.....Madge Brindley

* * *

THE STORY

Cedric Hildersham, M. P. (Jack Hawkins), is a brilliant politician who has been passed over each time the appointment to a ministerial post has been due him. His beautiful wife, Helen (Pamela Brown), feels sure it is because of some black incident in his past which no one will explain to her. Their friend, publisher Philip Maybrick (Nigel Davenport), finally gets an explanation. He learns from a sailor, Lemke (Kenneth Griffith), that Lemke and Hildersham were on the same ship in wartime. The ship had been torpedoed, Hildersham had fought for a place in a lifeboat -- and a woman had been crushed between the ship and the boat as a result. The woman was Lemke's wife.

(more)

3 - Credits for 'To Bury Caesar'

Helen, Maybrick and Hildersham devise a unique plan to kill the whispered story for once and for all. Maybrick will include the unsavory story in a soon-to-be-published book of wartime experiences, and Hildersham will clear his name by suing for libel and proving the lie in court....

* * *

THE STARS

Jack Hawkins (Hildersham) has starred for many seasons in the syndicated "Four Just Men" TV series. Seven times voted one of the top 10 British movie stars (in the Fame poll), Hawkins has starred in films including "Lawrence of Arabia," "Five-Finger Exercise," "Ben Hur," "Bridge on the River Kwai," "The Cruel Sea," "Outpost in Malaya" and many others.

Pamela Brown (Helen), who has a co-starring role in the current movie, "Cleopatra," appeared with great success on the London stage before making her Broadway debut in 1947 in "The Importance of Being Earnest," followed by "The Lady's Not for Burning," "The Country Wife" and "Heartbreak House."

-----O-----

NBC-New York, 6/27/63

June 28, 1963

NOTABLE SALES GAINS REPORTED FOR NBC RADIO NETWORK

"Sales revenues from advertisers on the NBC Radio Network in the first half of 1963 were approximately 10 per cent higher than those of 1962 -- previously our best year since our program-format change in 1960," William K. McDaniel, Executive Vice President in Charge of the NBC Radio Network Division, announced today.

"Furthermore, sales for the third quarter of 1963 are already 16 per cent better than those of the third quarter of 1962."

From April 5, 1963 -- the fifth day of the second quarter -- to June 26, \$2,658,774 in new and renewal business has been received from 25 advertisers (all figures are net). Of these, 22 are from new advertisers. The clients and their respective agencies are:

General Electric through Batten, Barton, Durstine & Osborn; Minute Maid through McCann-Erickson Inc.; Mars Inc., through Needham, Louis & Brorby; Florists' Telegraph Delivery Association through Campbell-Ewald; Menley & James through Foote, Cone & Belding; Schick Safety Razor through Compton Advertising; Keepsake Diamond Rings through Conklin, Labs & Bebee Inc.; Sanitone through John L. Magro; Champion Spark Plug through J. Walter Thompson Co.; American Tobacco Co., through Batten, Barton, Durstine & Osborn; Gillette Safety Razor through Maxon, Inc.

Also, Electric Auto Lite through Aitkin-Kynett; Florists' Telegraph Delivery Association through Campbell-Ewald (a second campaign); Retail Clerks International Association through Robert M.

(more)

Gamble Jr. Inc; Ford Motor Company through J. Walter Thompson Co.; Jaymar Ruby Inc., through Harris-Breitner; Puritan Sportswear Corp., through Harris-Breitner.

And General Motors (Fisher Body) through Kudner Agency Inc.; General Motors (Buick) through McCann-Erickson Inc.; Glidden Paint Co., through Meldrum-Fewsmith; B. T. Babbitt through Geyer, Morey & Ballard; Continental Casualty Co., through George Hartman Co.; American Telephone and Telegraph through N. W. Ayer Inc.; Evangelical Foundation Inc., through Werman & Schorr; "The Voice of Prophecy" through Milton Carlson Co.; and Liggett & Meyers Tobacco Co., through J. Walter Thompson Co.

-----o-----

NBC-New York, 6/28/63

NBC TELEVISION NETWORK NEWS

June 28, 1963

NBC-TV IS ONLY NETWORK TO TELECAST LIVE TRANSMISSION OF KENNEDY'S ADDRESS TO IRISH PARLIAMENT

NBC-TV was the only network to carry a live "Relay" satellite transmission covering President Kennedy's address to the Irish Parliament today (Friday, June 28, 11:19-11:33 a.m. EDT).

The telecast included the introduction of the President and the first 10 minutes of his address. It marked the first live satellite coverage of his European tour and the first time television coverage has been permitted inside the Irish Parliament.

NBC News correspondent Edwin Newman provided the opening and closing commentary on the telecast.

* * *

PRESIDENT'S VISIT TO IRELAND COVERED IN SPECIAL TELECASTS

President Kennedy's sentimental journey to the towns of his forebears in Ireland was covered in two special NBC News telecasts on the NBC-TV Network June 27.

The President was shown speaking at New Ross Quay and at his ancestral homestead, in a Relay-transmitted segment broadcast on NBC-TV at 10:40 a.m. EDT. His visit was also covered in another of the series of NBC News specials, titled "The President's Journey," at 11:15 to 11:30 p.m. EDT.

-----O-----

HERBERT HIRSCHMAN IS NAMED EXECUTIVE PRODUCER OF 'ESPIONAGE'

Herbert Hirschman has been named executive producer of "Espionage" by Herbert Brodtkin, president of Plautus Productions, producing company of the weekly full-hour suspense dramas which will be a Wednesday night (9-10 p.m. EDT) feature on NBC-TV during the 1963-64 season.

Hirschman, who already has started his duties in England where "Espionage" will be filmed, has a list of outstanding TV credits: producer of the first 20 "Dr. Kildare" programs, including the original "Eleventh Hour" spinoff; producer of 13 hour-long "Twilight Zone" shows this past season; the third season as producer of "Perry Mason," during which the program won TV Guide's "most popular series award," and producer of 13 "Hong Kong" shows. He was twice nominated by the Screen Producers Guild for "best producer of the year" -- in 1960 for "Perry Mason" and in 1962 for "Dr. Kildare." He also was associate producer and director for the "Playhouse 90" and "Studio One" series.

-----O-----

NBC-New York, 6/28/63

LEONARD ALLEN IS NAMED DIRECTOR OF OPERATIONS,
NBC NEWS, WASHINGTON

Leonard Allen has been named Director of Operations, NBC News, Washington, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

A 21-year veteran with NBC News, Allen has supervised coverage of three Presidential trips abroad during recent years. In 1960 he was field supervisor for NBC News in Paris for the scheduled summit meeting between President Eisenhower and Khrushchev, which Khrushchev voided. Later in 1960, when Eisenhower toured the Far East, Allen coordinated coverage from abroad. He handled similar assignments for President Kennedy's meeting with Khrushchev in Vienna in 1961, and Mrs. Kennedy's trip to India and Pakistan in 1962.

Allen was born in New York City. He attended Cornell University, receiving a degree in 1936, and spent the next year at Columbia University's School of Journalism.

When he joined NBC News in 1942, Allen became a writer for the International Division. From 1944 to 1946 he was a technical sergeant in the Army. Then he returned to NBC as a writer and editor of radio news. In 1952 he was named TV news editor and, six years later, Manager of TV News Film.

Allen was appointed Manager of Foreign News in 1960, a post involving direct contact with NBC News' staff of overseas correspondents. He was named Manager of News in 1961.

He is married to the former Ruth Jacobson of New York City. They have two children: David, 15, and Sherry, 12.

-----o-----

NBC-New York, 6/28/63

DON ADAMS TO PERFORM IN 2 'BILL DANA SHOW' EPISODES

Comedian Don Adams has been signed by producer Howard Leeds to appear in two early episodes of NBC-TV's "The Bill Dana Show," a half-hour 1963-64 comedy series set in a New York hotel. As the hotel's house detective, he will join Bill Dana and Gary Crosby, who portray bellhops. Jonathan Harris co-stars as the hotel manager.

Leeds said Adams will make additional appearances when scripts and availability permit. Filming of the show's first episode starts July 17, at Desilu-Cahuenga Studios.

"The Bill Dana Show" will be broadcast Sundays (7-7:30 p.m. NYT).

-----o-----

MIYOSHI UMEKI, JAMES SHIGETA TO STAR IN 'DR. KILDARE' EPISODE

Miyoshi Umeki and James Shigeta will co-star in "One Clear, Bright Thursday Morning" an episode of the "Dr. Kildare" series for next season on NBC-TV (Thursdays 8:30-9:30 p.m. EDT). Miss Umeki will play a woman who fears for the safety of her expected child, and Shigeta plays her doctor husband.

-----o-----

ROTHSCHILD VILLA IS SETTING FOR EPISODE OF "HARRY'S GIRLS"

The luxurious Rothschild villa on the Riviera will be used as a shooting location for "His Highness" an episode in the forthcoming 1963-64 NBC-TV comedy series, "Harry's Girls," starring Larry Blyden (Fridays, 9:30-10 p.m. NYT).

The estate boasts many art treasures and a remarkable collection of furniture of the Louis XV and Louis XVI periods. Sevres and Dresden china and Gobelin and Beauvais tapestries also are on display in the mansion, which is now a French government museum.

-----o----- NBC-New York, 6/28/63

ROBERT P. RILEY, NBC TV LIGHTING DIRECTOR, WINS TOP AWARD
AT REGIONAL CONFERENCE OF ENGINEERING SOCIETY

Robert P. Riley, television lighting director, National Broadcasting Company, received the first place award for the top residential lighting entry at the North East Regional Technical Conference of the Illuminating Engineering Society's (I.E.S.) applied lighting competition. The work is eligible for the national competition to be held at the National Technical Conference of I.E.S. Sept. 8-13 in Detroit.

Mr. Riley's entry was the renovation of his home's basement to a multi-purpose recreation room. Judging, based on the difficulty and originality of lighting application, took place June 20 and 21 at the North East Regional Technical Conference of I.E.S. at Saratoga Springs, N. Y.

Mr. Riley became eligible for the regional competition in April when his work was selected as the top entry in the applied residential lighting category in the New Jersey Section of I.E.S. His home is 144 Gaynor Place, Glen Rock, N. J.

Mr. Riley joined NBC in 1950, shortly after his graduation from Manhattan College. He is a graduate of the Academy of Lighting Arts, Newark, N. J. He is currently the lighting director for WNBC-TV programs "Birthday House" and "Dr. Joyce Brothers." He has been the lighting director for such NBC-TV programs as "Tonight," "The Ernie Kovacs Show" and "Armstrong Circle Theatre."

-----O-----

NBC-New York, 6/28/63

